



3 THINGS YOU NEED TO KNOW ABOUT

TIRES

SIZE
STYLE
ARCHITECTURE

DON'T LET THE NUMBERS SCARE YOU!

DIAMETER
refers to the diameter of the wheel - in inches

LOAD RATING
indicates the maximum weight a tire is certified to carry

SPEED RATING
indicates the maximum safe speed at which a tire is certified to carry a load

CONSTRUCTION
is the tire's internal structure
R - for Radial
D - for Diagonal
B - for Belted

ASPECT RATIO
tire height / tire width

WIDTH
is the measurement from a tire's outer sidewall to its inner sidewall - in millimeters

TIRE TYPE
is the type of vehicle the tire fits
P - for Passenger
LT - for Light Truck
T - for Temporary

STYLE

MUDDERS. ALL-WEATHER. PERFORMANCE.



SUMMER TIRES

Rubber formulation calibrated for warm weather
Optimal performance at temperatures above 45°F
Deliver good grip on both dry and wet roads



ALL SEASON TIRES

Help provide a firm grip and precise handling in wet, dry and icy conditions



ALL TERRAIN TIRES

Combine on-road civility with off-road capability
Quieter on the road than off-road tires
Tough enough to handle off-roading



OFF ROAD TIRES

Much like hiking boots, off road tires have thick tread and beefy sidewalls
But they don't handle that well on pavement



WINTER TIRES

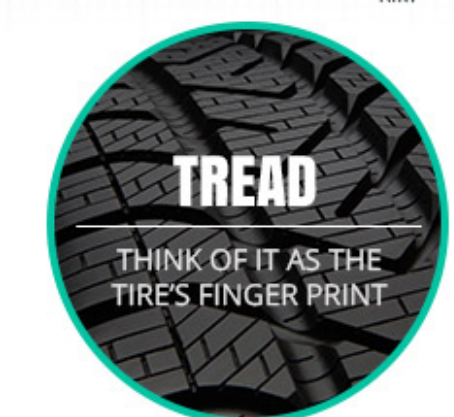
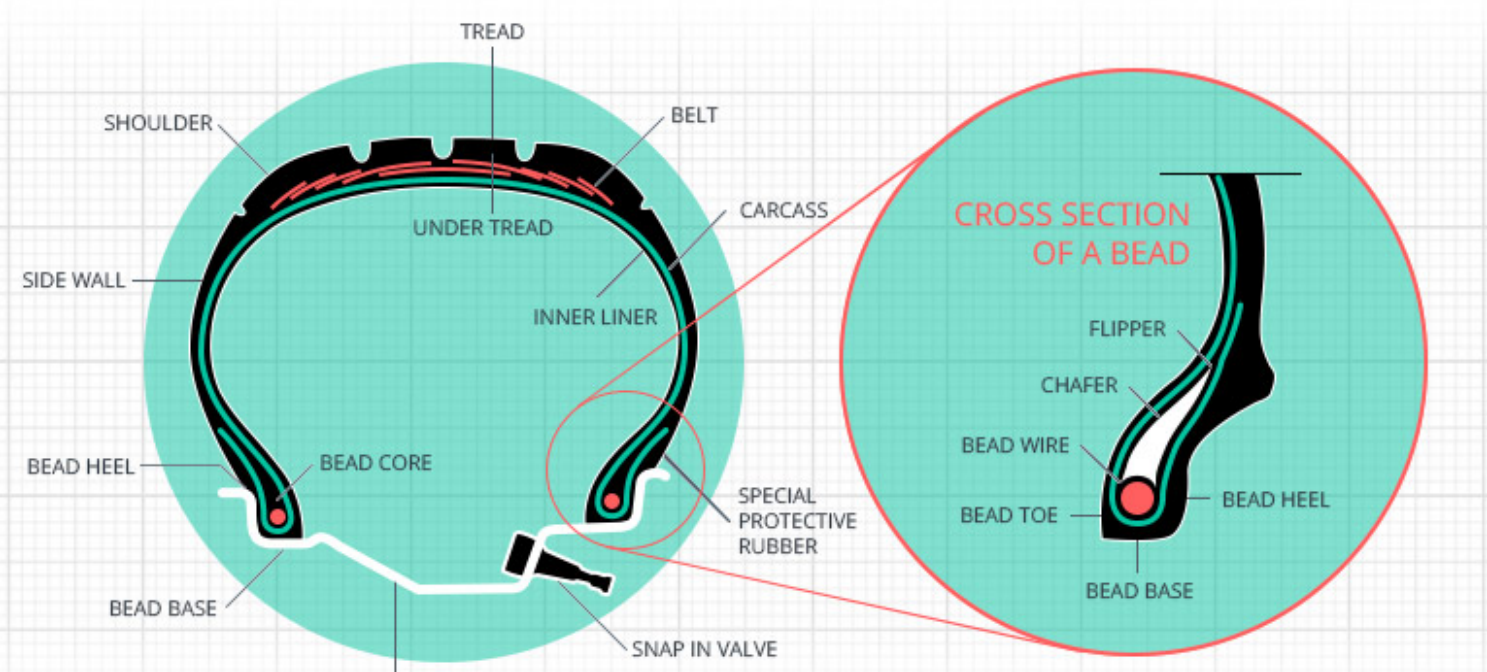
Optimized for temperatures below 45°F
Deeper tread depth for better snow & ice traction
More sipes for better grip on wet surfaces



PERFORMANCE TIRES

Flatter design for better traction
Smaller side wall for better cornering
Optimal on dry surfaces

ARCHITECTURE



TREAD

THINK OF IT AS THE TIRE'S FINGER PRINT



SIDEWALL

THE PART YOU ALWAYS SEE. ALSO WHERE THE SIZE IS LOCATED



BEAD

KEEPS THE TIRE IN PLACE ON THE RIM