



ALL-WEATHER PRO GUIDE





WELCOME TO THE PIRELLI ALL-WEATHER PRO GUIDE

Weather is constantly changing - your tires shouldn't need to.

Weather conditions can be our biggest challenge on the road on any given day. From cold and snowy conditions to muggy and rainy summer days, there are countless situations that we must account for throughout the year.

Instead of anxiously awaiting your meteorologist's predictions and letting them dictate your travel plans for the day, hit the road confidently with all-weather tires!

In the past, consumers have relied mainly on all-season tires to get them through all the different types of weather and road conditions they would face throughout the year. In some climates, where snow and ice are more common, some consumers have chosen to swap in winter tires for the colder months of the year.

Over the past few years, a new category of tires - all-weather tires - has appeared to help meet the needs of consumers who often encounter snow but are looking for options based on their specific needs. Pirelli launches the WeatherActive range, its first tires with all-weather capabilities.

What makes them so special? It's all in the flexibility. Think of them as a "jack of all trades" that provide a comfortable and high-performance ride whether it's pouring rain or the sun is shining, in the highs of summer and the lows of winter. In summary, it's just one tire for any weather condition.

The difference between all-weather and all-season is simple - more confidence and better performance in extreme conditions like snow and ice, certified by the presence of the Three-Peak Mountain Snowflake (3PMS) rating.

While some extreme environments call for heavy-duty gear, all-weather tires provide the ideal year-round treads that most Americans need for their daily driving and road tripping plans.

For example, a consumer living in the New York metro area will experience extremely hot summers and an average of 25 inches of snow every winter. An all-weather tire like the Pirelli WeatherActive is the ideal tire to provide the average New Yorker ultimate performance all year-round.

It's important to know your tires. After all, they are the only component that connects your vehicle's critical performance systems with their operating environment.

Taking care of your tires can make or break your driving experience, and there are many easy maintenance habits you can take on that'll keep your tires turning on any journey.

The Pirelli Pro Guide: All-Weather is here to guide you through the value of all-weather tires and tire maintenance as they relate to consumer specific driving habits, needs and environment based on where they live.

TRUE OR FALSE?

Common misconceptions dispelled.

All-season tires are ideal for all year around use everywhere.

It depends. All-season tires are suitable year-round for areas of the country that DO NOT experience significant snow fall. In areas that do experience snow fall, the all-season tire without a 3PMSF rating will not perform as well as a 3PMSF marked tire.



All-season tires are the same as all-weather tires.

False. All-weather tires are true all year round tires, able to perform in all four seasons, especially if there is the potential for snowy conditions. An all-season tire is designed to perform well in mild winter conditions. All-weather products with a 3PMS rating are built to give more traction and confidence in the snow and longer durability in the summer than traditional winter tires.

All-weather tires should be changed for winter or snow tires during the winter months.

False. All-weather tires come with the 3PMSF symbol branded on a tire's sidewall which indicates the tire meets required performance criteria in snow testing to be considered severe snow service-rated. So, they have great performance on snow without compromising the mileage benefits.



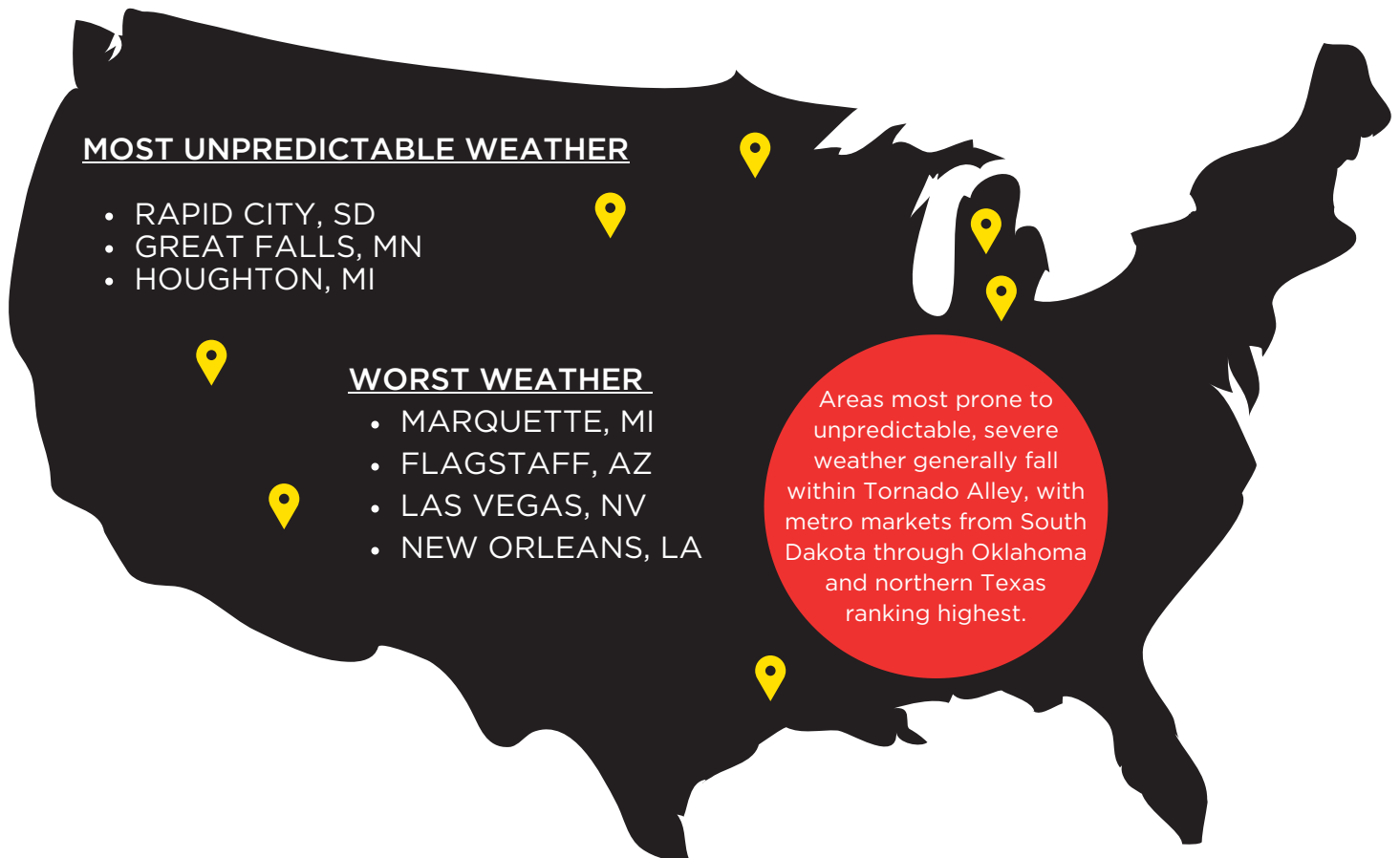
WHY WEATHER MATTERS

- According to the Federal Highway Administration, on average, there are over 5,891,000 vehicle crashes each year. Approximately 21% of these crashes - nearly 1,235,000 - are weather-related.
- The vast majority of weather-related crashes happen on wet pavement and during rainfall: 70% on wet pavement and 46% during rainfall.
- A much smaller percentage of weather-related crashes occur during winter conditions: 18% during snow or sleet, 13% occur on icy pavement and 16% of weather-related crashes take place on snowy or slushy pavement. Only 3% happen in the presence of fog.



Source: Ten-year averages from 2007 to 2016 analyzed by Booz Allen Hamilton, based on NHTSA data

WHERE ALL-WEATHER TIRES MATTER MOST



SEASONAL VARIATIONS

Unlike the Western and Gulf coasts, the Upper Midwest experiences seasonal variations—winters with blizzards or no snowfall at all; summers with triple-digit heat or mid-temperature mild. The region also experiences variable and varied precipitation: snowfall, rain, and drought, which is much different than the consistently rainy Northwest and dry Southwest.

Source: When looking at data compiled by the National Oceanic and Atmospheric Administration (NOAA), World Meteorological Organization (WMO), and the Weather Channelbody

HITTING THE ROAD: Do's & Dont's

Do think about the most common weather conditions that you drive in on a regular basis when shopping for a tire.

Do consider using all-weather tires if you don't want to change your tires in winter and want peace of mind in case of unexpected weather conditions.

Do look for the Three-Peak Mountain Snowflake (3PMSF) symbol branded on a tire's sidewall which indicates the tire meets required performance criteria in snow testing to be considered severe snow service-rated.

Do your research. Know what type of weather conditions are common in your region and be prepared. This goes for vacation homes and road trips as well.

Don't overlook the monitoring and maintenance of your tires throughout the year. After all, they are the only connection between your vehicle and the road.

Do opt for all-weather tires if you want to be covered all year long and don't worry about any weather conditions.



ALL-WEATHER DRIVING & TIRE TIPS

Check your tire pressure on a regular basis.

Always remember to check your tire pressure on a regular basis to ensure optimal performance. The manufacturer recommended tire pressure can be found on the tire's sidewall.

Rotate tires every 5,000/7,000 miles.

Tire rotation gives tires even wear and increased durability.

Monitor tire tread depth.

All-weather tire performance is excellent on snow at a tread depth of 5/32". By law, a minimum tread depth of 2/32" is required for all tires.

Check for any potential weather conditions along your planned route.

Use weather apps to see weather forecasts along your planned route during the time you plan to travel in order to prepare or avoid certain hazardous weather-related conditions on the roads.

Research locations to seek shelter should dangerous weather conditions arise.

The weather can change dramatically at any time. Check for local travel centers or rest areas along your route to pull over and seek shelter in case of quickly deteriorating weather conditions.

Drive at speeds that are reasonable for the weather conditions.

Avoid sudden, excessive or aggressive acceleration, steering or braking, in particular on snow and wet.



PRO TIP

Measure tread depth with a penny. Place the penny head down in the grooves. If the top of Lincoln's head is covered, you have over 2/32" of tread remaining. If you can see all of Lincoln's head, it is time to replace your tires.

For added control, consider replacing your tires earlier. The extra tread can help your tires handle water and snow more effectively.

Place a quarter into the grooves, if the top of Washington's head is covered, your tires have more than 4/32" tread left.

DID YOU KNOW?

The majority of US drivers don't know the difference between all-weather and all-season tires, yet most understand the value of a tire that can do it all.

59%

don't know or are not sure of the difference between all-weather and all-season tires. This rate is higher among women, baby boomers and Gen Z.

39%

are willing to switch to all-weather based on year-round performance when compared to winter or all-season tires.

68%

say snow is the most difficult to navigate.

52%

say purchase decision is driven by cost.

54%

believe they could benefit from all-weather tires based on where they live in the country with the Northeast and Midwest reporting at a higher rate.

49%

are confused about purchasing new tires; when and what to buy.

Q&A WITH IAN COKE

Pirelli North America Chief Technical Officer



Why are all-weather tires a better value vs all-season tires for consumers who experience more frequent severe weather conditions?

All-season tires are great tires and have been around for a long time, but consumers are often forced to compromise when snow and ice come into play if they are driving on all-season tires. All-weather tires bring together newly developed compound formulation and dedicated tread design to provide excellent performance in the winter, summer and everything in between. Pirelli WeatherActive, for instance, has among its main benefits, excellent wet performance and outstanding snow traction obtained thanks to the adoption of a new liquid polymer that helps tread compound's pliability in cold temperatures.

Why should I consider Pirelli tires over other brands?

Pirelli has established long-lasting relationships with major Prestige and Premium vehicle manufacturers. The development of products in partnership with the most important car manufacturers gives Pirelli broad visibility on the sector's technological innovations and consumer needs, which then goes into product development.

Why are all-weather tires important for consumers who often encounter severe weather conditions?

All-weather tires are designed to allow consumers to safely drive in any weather condition. No matter what mother nature serves - the all-weather tires will provide a comfortable and high-performance ride. All-weather tires also provide much-needed flexibility for any condition - be that in a thunderstorm, a snowy day, or a heat wave - so that your drive is a more enjoyable and comfortable experience.

What should I consider when buying all-weather tires?

It's important to consider your geographical area. Are you in a place that is well-known for severe weather or erratic storms? If so, the all-weather tire may be a good investment for you, if you don't want to have the inconvenience to change your tires in the winter. If your region sees hot, rainy summers and icy cold winters, an all-weather tire allows you to forgo the hassle and drive easily from dry roads to wet to snow.

The key factors to consider are your personal driving habits, your local road conditions and the weather you normally encounter throughout the year.

What are the differences between winter and all-weather tires?

All-weather tires provide year-round support as they perform just as well in summer weather and you don't have to replace them when temperatures become higher. Winter tires are optimal in regions that stay well below 44 degrees for months on end, while all-weather tires allow you to travel from location to location, no matter the conditions.

What else should I consider when buying all-weather tires?

Any time you are researching or buying any tire, one of the most important things to think about is the application. How do you use the vehicle? What types of conditions do you drive in most? Are you on the highway most of the time or on backroads? Do you drive on gravel roads or off-road jobsites, etc. These are important factors to think about in addition to temperatures and weather conditions.





ALL-WEATHER PRO GUIDE

