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Bridgestone Debunks Four Winter Driving Myths

Tips to help drivers navigate the roads of the season despite Canadian winter weather

NASHVILLE, Tenn. (Nov. 28, 2013) – As winter weather blankets Canada in the coming days, [Bridgestone](#) Americas is sharing their expertise to help drivers prepare for the conditions ahead by debunking four winter driving myths.

Myth 1: You don't need winter tires unless it's snowing.

- A snowplow can't clear the cold. When it comes to winter tires, temperature matters. "All tire rubber will begin to stiffen as the weather gets colder, but the latest generations of winter tires remain flexible in freezing temperatures, maintaining traction and available grip," said Anant Gandhi, Bridgestone Americas product manager. "Your tires are the one thing between your car and the pavement. As temperatures approach freezing, winter tires can provide increased traction, braking and handling."

Myth 2: If you have all wheel drive, you're good to go in the snow.

- Four-wheel drive gets you going by making the most of tire traction, but it doesn't improve stopping or cornering. That depends on tire grip. Many people believe that four-wheel drive is all powerful in winter conditions, but when it comes to stopping it's all about tire grip. That's when winter tires are especially important. Installing winter tires on all wheel positions will improve surface grip in most winter road conditions.

Myth 3: If you have all-season tires, you may not need to switch to winter tires.

- All-season tires are designed with both winter and summer performance in mind, but they do not offer maximum performance in either season. Winter tires are designed to remain flexible even at extremely low temperatures.

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"An all-season tire and even an M&S (mud and snow) tire do not provide maximum traction in wintry conditions as a true winter tire does," added Gandhi.

“When you equip your vehicle with winter tires you may be better prepared for changing road conditions.”

Myth 4: Under-inflate your tires for better traction.

- Never reduce tire pressures in an attempt to increase traction on snow or ice. “Deflating your tires simply doesn’t work in this situation. In fact, you could end up damaging your tires if you drive on them under-inflated,” said Gandhi.

For more information about winter tires, visit www.conquerthecold.com and for additional tips from Bridgestone’s Canadian winter driving expert, John Mahler, contact 647-893-1741. Media who wish to request interviews with Bridgestone Americas product manager Anant Gandhi please contact the Bridgestone media line at 877-201-2373.

The tips are also available in the attached infographic, or you may download it at www.BridgestoneAmericasMedia.com.

About Bridgestone Americas, Inc.:

Nashville, Tenn.-based Bridgestone Americas, Inc. (BSAM) is the U.S. subsidiary of Bridgestone Corporation, the world’s largest tire and rubber company. BSAM and its subsidiaries develop, manufacture and market a wide range of Bridgestone, Firestone and associate brand tires to address the needs of a broad range of customers, including consumers, automotive and commercial vehicle original equipment manufacturers, and those in the agricultural, forestry and mining industries. The companies are also engaged in retreading operations throughout the Western Hemisphere and produce air springs, roofing materials, and industrial fibers and textiles. The BSAM family of companies also operates the world’s largest chain of automotive tire and service centers. Guided by its One Team, One Planet message, the company is dedicated to achieving a positive environmental impact in all of the communities it calls home.

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