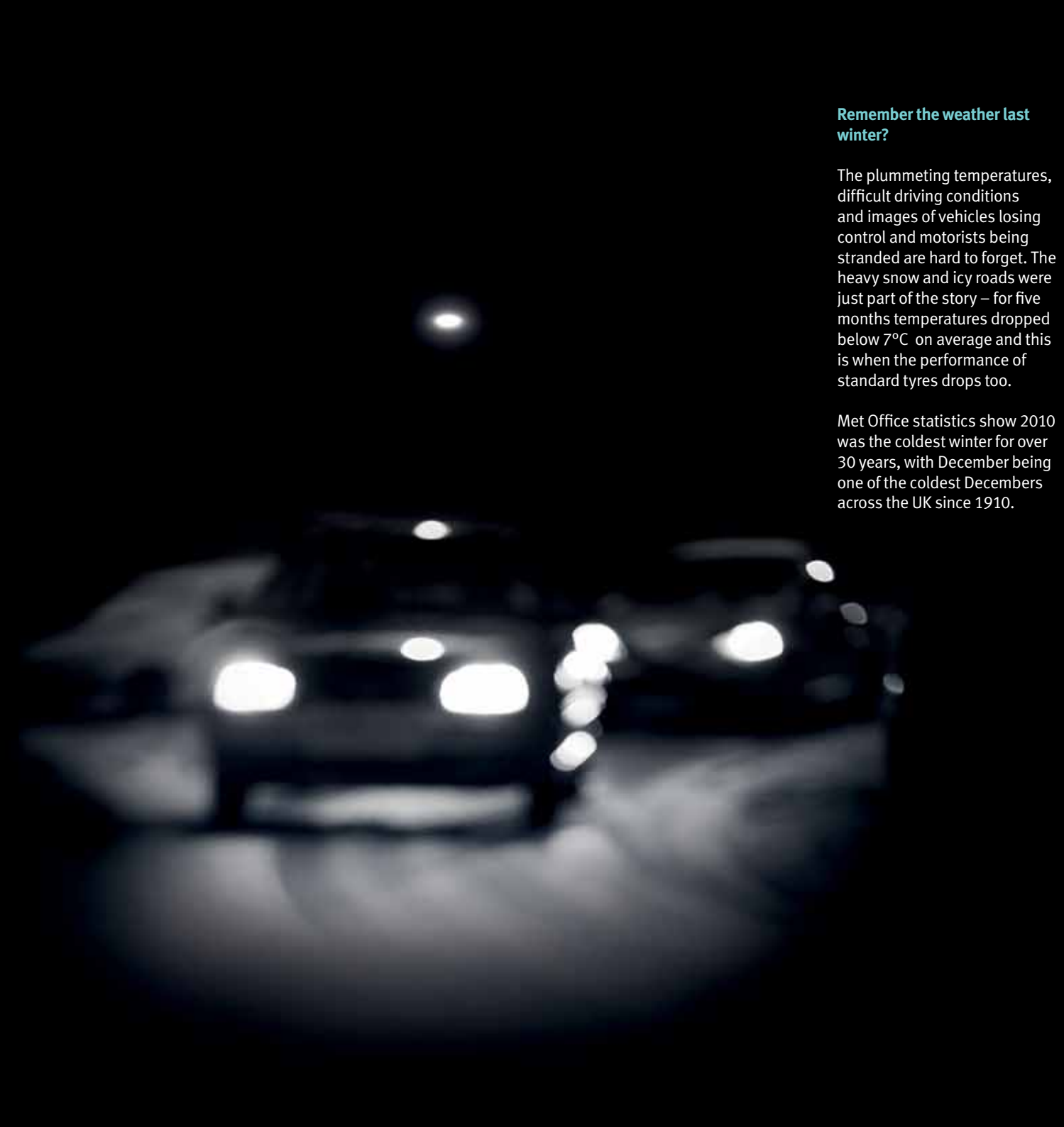


What's the difference between standard tyres and winter tyres?



About 11 metres



Remember the weather last winter?

The plummeting temperatures, difficult driving conditions and images of vehicles losing control and motorists being stranded are hard to forget. The heavy snow and icy roads were just part of the story – for five months temperatures dropped below 7°C on average and this is when the performance of standard tyres drops too.

Met Office statistics show 2010 was the coldest winter for over 30 years, with December being one of the coldest Decembers across the UK since 1910.



Image courtesy of NEODAAS/University of Dundee.

Respected meteorologists predict that winter 2011/12 will be even more severe than last year

Meteorologist James Madden, UK long range forecaster at Exacta Weather, correctly predicted the harsh conditions experienced over the last two years and believes the coming winter will 'break all records'.

He believes the UK will see progressively worsening winters and forecasts prolonged periods of well-below average temperatures and widespread heavy snowfall throughout this winter.

STANDARD TYRES

WINTER TYRES



Key facts

7°C is the point at which you should consider switching to winter tyres

The temperature is crucial to the performance of your tyres. When the temperature drops below 7°C the tread compound in standard tyres begins to harden and gives you less grip, compromising the performance of your vehicle.

In many European countries more accustomed to colder temperatures, it's compulsory to fit winter tyres and fines may be issued if they're not fitted.

With the UK experiencing temperatures below 7°C for nearly six months of the year there is growing recognition that drivers here should seriously consider fitting winter tyres from October to March – for increased safety and improved vehicle performance.

What's different about winter tyres?

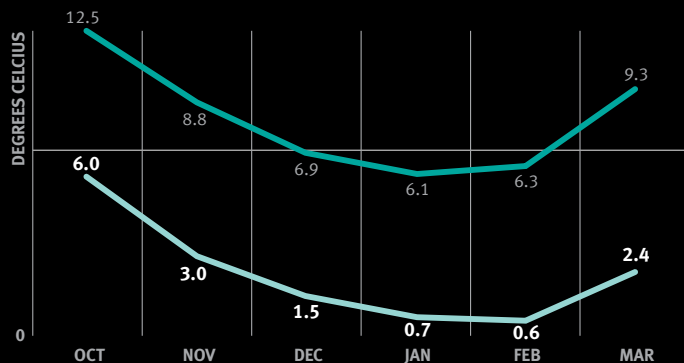
Winter tyres are made with a higher natural rubber content that keeps tyres soft and flexible even in the colder weather conditions. They have a different tread pattern which maintains their highly effective contact with the road for greater traction.

A squarer shoulder profile with defined shoulder-blocks helps winter tyres pull through tough conditions like ice and snow. The addition of sipes gives winter tyres extra 'edges' to grip, even on the most slippery surfaces.

Average daily temperatures UK 1971-2000

The World Meteorological Organization (WMO) requires the calculation of averages for consecutive periods of 30 years, with the latest covering the 1961–1990 period. However, many WMO members, including the UK, update their averages at the completion of each decade. 30 years was chosen as a period long enough to eliminate year-to-year variations.

The latest set of 30-year averages on the Met Office website covers the period 1971-2000.



— Maximum temperature
— Minimum temperature

Source: MET Office. <http://www.metoffice.gov.uk/climate/uk/averages/19712000/areal/uk.html>

Sipes

A high number of sipes create a multitude of biting edges that interlock with the wintry surface, enhancing traction, improving braking performance and reducing wheelspin.

Tread pattern and grooves

The tread pattern on a winter tyre is particularly effective on snow, ice and slush. Snow sticks to itself better than rubber – narrow channels between the blocks trap snow in the tread, where it can 'stick' to the snow on the road.

Tread compound

At 7°C and below the tread compound in winter tyres remains flexible and grippy thanks to a higher natural rubber content.



STANDARD TYRE SUITABILITY
above 7°C below 7°C

WINTER TYRE SUITABILITY
below 7°C

Dry roads	✓	✓	✓
Wet roads	✓	✓	✓
Optimum comfort/low noise	✓	✗	✓
Optimum wear/mileage	✓	✗	✓
Snow		✗	✓
Ice		✗	✓

Why are winter tyres safer below 7°C?

Winter tyres significantly improve grip and reduce stopping distances in temperatures below 7°C because, unlike standard tyres, they don't harden. This enables them to maintain better traction in low temperatures, as well as in the wet and on snow, slush and ice, reducing the risk of aquaplaning and improving braking distance.

Research undertaken by TyreSafe has clearly shown that stopping distances from 50mph on a cold, wet road are up to six metres shorter for a car using winter tyres compared with standard tyres – which is about the same length as a large family car.

In snow, the difference between a winter tyre and a standard tyre is even more evident with stopping distances, braking and cornering performance all dramatically enhanced with winter tyres fitted. Stopping from just 20mph on an icy road can be improved by 11 metres – around the length of a bus.

Winter tyre sidewall markings



Don't be put off by the additional cost of a second set of tyres

The initial outlay is offset by the saving on wear to your standard tyres. Winter tyres wear up to 20% less than standard tyres during cold weather driving.

(Source: www.tyresafe.org)

Plus, if your tyres aren't right for the conditions, your stopping distances are increased and you're more likely to have an accident. If you claim on your insurance you could lose your no claims bonus – and the excess could be as much as the cost of a set of winter tyres.

Use the right tyres for the conditions

We advise against changing to winter tyres permanently as in warmer weather they'll give you less grip, wear more quickly and lead to increased fuel costs.

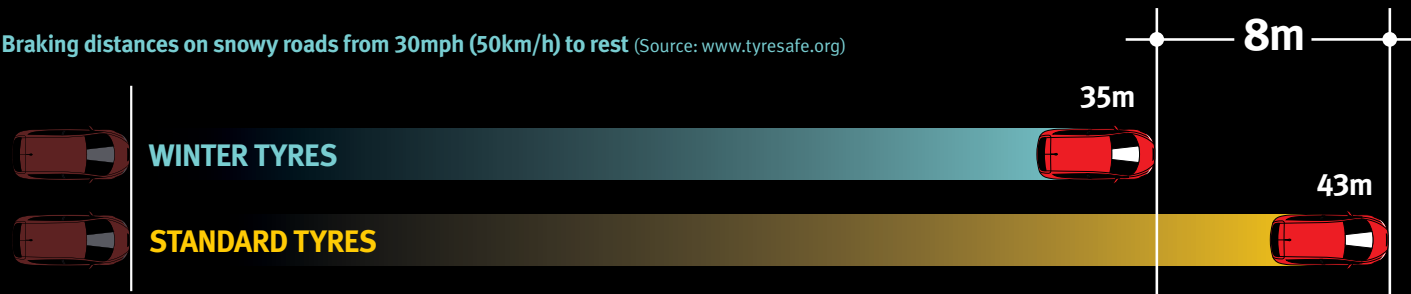
In some cases, the speed rating of the winter tyres fitted may be less than that of the standard tyres originally fitted.

Swapping to winter tyres between October and March will increase the lifespan of your standard tyres – saving you money in the long term

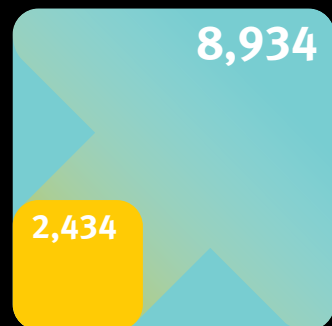
Braking distances on icy roads from 20mph (30km/h) to rest (Source: www.tyresafe.org)



Braking distances on snowy roads from 30mph (50km/h) to rest (Source: www.tyresafe.org)



Drivers are six times more likely to have an accident during the winter months, when there's a sharp increase in insurance claims. With temperatures dipping below 7°C from October through to March, waiting for the first snowfall before switching to winter tyres may be too late. Using winter tyres throughout autumn and winter could help you avoid becoming another accident statistic.



Number of accidents increases by 267% during the winter months

Source: <http://conti-central.co.uk/winter-tyres/>

“Whether roads are wet, frosty, icy or just dry and cold, winter tyres improve safety, reduce driver stress and help to protect no-claims bonuses, too. At 45°F (7°C) or less, winter tyres help to increase traction and reduce stopping distances. On average, most of Britain is this cold or colder for much of winter, according to the Met Office.”

The Telegraph

SEAT is a member of TyreSafe, the leading tyre safety organisation, dedicated to raising awareness about the dangers associated with defective or illegal tyres. TyreSafe’s activities have helped reduce the number of people killed or seriously injured each year in a tyre-related accident by 30 per cent. This October, TyreSafe is launching Tyre Safety Month with important safety tips and winter driving advice: www.tyresafe.org/wintertyres/



For 6 months

Winter weather tyres can be used all year round. However, in warmer conditions you may experience less grip and more rapid wear. The safest option is to switch to winter tyres in October and then back to standard tyres in the spring or March.



Watch a car fitted with winter tyres in action to see the difference they could make to your SEAT this winter at www.seat.co.uk

Talk to your SEAT dealer about winter tyres

So you’ve read the facts and understand the safety and cost benefits that winter tyres offer you when temperatures drop below 7°C. Now your dealer can advise you on the right winter tyres for your SEAT and how you can make the most of the SEAT Winter Tyre Programme.

A wide range of leading tyre brands

The SEAT Winter Tyre Programme offers you an extensive choice of winter tyres from brands including Goodyear, Dunlop, Firestone, Bridgestone and Continental.



FREE Winter Health Check with winter tyres from SEAT

When you purchase winter tyres from SEAT and arrive at your local dealership to have them fitted, we’ll give your car a free winter health check. This inspection will be completed by our highly trained technicians and includes checking your wiper blades, antifreeze and screen wash levels and strength, light bulbs and tyre wear, and topping up your tyre pressures and vital fluids. It will help reduce the likelihood of an incident or breakdown during the cold conditions that are forecast for this winter, as well as highlighting any minor faults.

Getting your winter tyres fitted

When you bring your SEAT to your local dealership we’ll remove your standard tyres and put them in clear plastic bags. Once they’re bagged up we’ll discuss the best option to get these back to your home.

Early in 2012 we’ll contact you to arrange replacing your winter tyres with your original standard tyres for when temperatures rise above 7°C.

The following are extracts from *Auto Express* magazine’s winter tyre test in November 2010:

“Last winter was the worst for 30 years as record snowfalls and weeks of frozen roads brought the UK to a standstill – but it doesn’t have to be that way.”

“It’s difficult to believe how much more grip [winter tyres] offer over summer-spec tyres – turning a white knuckle ride on the edge of control to a regular journey, as if the snow or ice wasn’t there.”



Auto Express concluded: *“The clear winners here are cold weather tyres, which have a big advantage over the summer patterns used almost exclusively by UK drivers in the winter. In the snow, they offer a huge step up in grip and safety, and in the cold they outperform summer tyres.”*

See the complete test at www.autoexpress.co.uk/products/total_tyre_guide/

Get ready with winter accessories

It's worth thinking ahead to make sure you're prepared with all the winter accessories and safety kit you'll need for driving in the harsh conditions that are forecast this winter.



Mudflaps

SEAT has a range of mudflaps designed to protect your SEAT's bodywork against mud, salt, stones and silt.



Spare Bulb and Fuse Kit

Be prepared if you're driving abroad this winter – spare bulbs are compulsory in some European countries. This kit contains a selection of bulbs and fuses.



Travel Mug

This practical mug is the perfect solution for a warming drink on the move this winter.



Umbrella

Don't get caught without an umbrella to keep off the worst of the winter rain and snow – an essential item for every car boot.



Complete Safety Kit

In some European countries it's a legal requirement to carry the items in this safety kit, which includes a first aid kit, warning triangle, torch and high-visibility vest. The kit comes in a red SEAT branded bag which secures safely in the boot of your car.



Engine Care

A handy 1-litre Check-it Kit, containing everything you need to top up your oil between scheduled dealer visits, is available from your local SEAT dealer.



Windscreen Washer Concentrate

This is a concentrate with cleaning additives for windscreen washers.



Windscreen De-icer

Concentrated de-icer with a fast acting formula, which quickly clears frost from your windscreen.

Ice Scraper

A great value ice scraper – ideal for those cold and frosty mornings.



Winter Screen Wash

This screen wash cleans and protects against renewed frosting over, guaranteeing you a clear, smear-free screen throughout the winter months and beyond.



Wax Shampoo

Cleans and preserves in one go. For manual washing of paint with a drip-off effect. Cleans free of stripes and leaves behind a temporary gloss effect. Protects paint with high-grade regreasing components.



Car Polish

Ideal for the winter, this car polish has a full paint care agent that's resistant to weather and shampoo. It refurbishes dull paint surfaces, preserves and has a gloss-deepening and colour-freshening effect.



Perfect Polishing Cloths (8 pack)

One of the secrets of obtaining a perfect shine is to use the correct cloth. Autoglym Perfect Polishing Cloth has been specially developed with the correct density and absorbency for polishing fine surfaces. Cloths are hand washable and reusable.

Alloy Wheel/Winter Tyre Complete Set

Complete wheel and tyre, or just the tyre, the option is yours. Having a specific set of winter wheels in addition to your standard alloy wheels means that when temperatures drop below 7°C and the winter weather starts, you simply swap to your winter tyres and alloys.





SEAT is committed to a policy of continuous product development and reserves the right to make changes to specifications, colours and prices without notice. The information in this brochure can therefore be given as guidance only. While SEAT makes every effort to ensure that specifications are accurate at the time of publication (September 2011), you should always check with your authorised SEAT Partner for the latest information. Due to limitations of the printing process the colours reproduced in this brochure may vary slightly from the actual paint colour and material. This vehicle and all its parts, as well as the original spares, were designed according to the Legal Regulations governing the prevention and minimisation of Environmental Impact, through the use of recycled/recyclable materials with measures taken to achieve suitable recycling for the conservation and improvement of environmental quality.