

Getting Winter Ready

Cold weather is on its way, and that means consumers and retailers should be thinking about winter driving and more importantly winter tires. — JIL MCINTOSH

With many misconceptions surrounding terms like all season, all-weather and even snow tires in today's market, it can be a challenge to explain the major benefits versus the added expense of investing in a good set of winter tires, especially in areas experiencing lighter snow accumulation.

Today's average driver tends to think of winter tires as "snow tires," but of course we're talking about "winter tires" here. Made for much more than snowy weather, Sailun Iceblazer winter tires are specifically designed for the best performance and to enhance safety when encountering cold weather temperatures.

Educating drivers

"It's important to focus on educating every driver when it comes to understanding the big difference a set of winter tires can make versus rolling the dice on a set of all-seasons. Even if roads remain fairly dry, frigid temperatures have extremely harsh effects on rubber compounds that ultimately impact driver safety and confidence. The safest and best-performing tires for cold climate areas are true winter

tires — everything else is simply a compromise," says Mark Pereira, Marketing Communications Manager at Sailun Tire.

While all-season tires may offer decent grip in average driving conditions, including rain, they use a different rubber compound designed for milder weather, as cold temperatures can cause them to harden like hockey pucks and greatly reduce performance in braking, cornering and traction. Experts recommend safely switching to winter tires when daily temperatures drop to 7 °C and below, as all-season tires are not an adequate option.

"The Sailun lineup of popular Iceblazer winter tires are designed to help keep drivers safe and have been professionally tested to deliver true cold weather performance in all types of winter driving conditions. From dry roads or icy streets and deep snow or wet slush, our Sailun Iceblazer products match and outperform other more costly competitors while delivering tremendous value and trusted confidence at a more reasonable price," says Wayne Cuculuzzi, Director of Consumer Products at Sailun Tire.

Wide range of sizes

Sailun offers three distinct Iceblazer models that cover a wide range of popular sizes and extensive applications for sedans, coupes and crossovers with the studless Sailun WSL2 (available in 13 to 18-inch sizing) and studdable WST1 (available in 13 to 20-inch sizing), plus the studdable Sailun WST2 (available in 16 to 20-inch sizing) for larger trucks and sport utility vehicles.

"Knowing there's a comprehensive product range of winter tire sizes available is important when it comes to inventory strategy for tire retailers and more so to consumers, as we want to offer specific sizes to meet their vehicle needs. The Sailun Tire winter lineup offers a lengthy list of Iceblazer applications, creating new opportunities for dealers to discuss and educate customers on the importance of investing in a surprisingly affordable set of great winter tires," says James McIntyre, Sales Director at Sailun Tire.

Insurance discounts

In addition to selling drivers on safety and peace of mind, there is the additional



The Sailun Iceblazer WSL2 is a studless performance winter tire designed and engineered for sedan, coupe and crossover application.



The Sailun Iceblazer WST1 is designed for popular sedans, coupes and crossovers, and can be studded for maximum traction in the worst weather.



The Sailun Iceblazer WST2, for passenger trucks and SUVs, is a studdable tire with superior snow, ice and dry performance in cold weather.



The WSL2 unique L-shaped main grooves are designed for aggressive bite in deep snow and slush, while the X-grooves in the outer tread block provide self-cleaning characteristics.



The Iceblazer WST1 features advanced V-channels designed to clear away snow, slush and water for maximum grip in severe conditions.



The WST2 features a zigzag sipe arrangement engineered for excellent directional grip on snow and ice, while its angled grooves effectively evacuate slush and water.

financial perk of winter tire insurance discounts and the legal requirement of winter tire regulations in select regions. Sailun Iceblazer tires feature the three-peak Mountain and Snowflake rating, which denotes true winter tire designation and performance to qualify for vehicle insurance rebates—and also meet the strict requirements set out by the province of Quebec and specific areas of British Columbia—where winter tires must be used by law.

In recent years, Canada's new regulations and rebates have created a hotbed of low supply and high demand during the peak of winter in some areas, meaning timing is also of the essence when shopping for a new set.

Recognizing environmental issues are considered important to many consumers, all Sailun Iceblazer tires make extensive use of environmentally-friendly materials that meet European REACH requirements to help ensure human health and environmental safety.

Specifically designed

The Sailun Iceblazer WSL2 is a studless performance winter tire designed and engineered for sedan, coupe and crossover application. It provides excellent traction in slush, snow, and wet conditions, but also delivers a quiet and comfortable ride on dry roads.

Its specially-formulated compounds and advanced dispersion technology keeps the rubber flexible in extreme

cold temperatures, and the tire excels in ice performance, dry performance, ride comfort and noise levels. Its unique L-shaped main grooves are designed specifically for aggressive bite in deep snow and slush, while the X-grooves in the outer tread block provide maximum self-cleaning characteristics.

Multi-directional, high-density siping maximizes directional grip on snow and ice while minimizing road noise. The Iceblazer WSL2 is ideal for drivers who want maximum grip with top-notch winter performance.

The Sailun Iceblazer WST1 is also designed for popular sedans, coupes and crossovers, but it can be studded for maximum traction in the worst weather and is designated with the Severe Service Emblem. Its specially-blended Silica-Reinforced Formula provides excellent grip performance in very low temperatures.

The Iceblazer WST1 features advanced V-channels designed to clear away snow, slush and water for maximum grip in severe conditions, while its multi-directional and aggressive high-density sipes are engineered for excellent directional grip on ice and snow, though still ensuring a comfortable, quiet ride on dry pavement.

For passenger trucks and SUVs, the Sailun Iceblazer WST2 LT is a studdable tire with superior snow, ice and dry performance in cold weather, while still maintaining a comfortable ride.

The WST2 features a zigzag sipe arrangement engineered for excellent directional grip on snow and ice, while its angled grooves effectively evacuate slush and water. With many people buying trucks and SUVs for practical everyday commuting, the tread's variable pitch sequence ensures safe, quiet performance on those cold but dry days.

“Even if roads remain fairly dry, frigid temperatures have extremely harsh effects on rubber compounds that ultimately impact driver safety and confidence”.

Mark Pereira, Marketing Communications Manager, Sailun Tire.

While the trusted winter performance and popular size range of Sailun Iceblazer tires makes them an ideal match for most drivers, it's also vital to understand the true value of investing in a set of dependable winter tires which vastly improve your daily driving experience. Sailun Iceblazer tires deliver maximum traction, handling and safety from extreme to everyday winter conditions. It's time to get winter ready and discover more at sailuntire.ca. 