

NEWS RELEASE

GOODYEAR HIGHLIGHTS WINTER DRIVING SAFETY: HOW TIRE TECHNOLOGY KEEPS YOU SAFE THROUGH CHANGING SEASONS

Wednesday, 24th September 2025, Colmar-Berg: As the winter season approaches, tire technology is key in ensuring safety and control for motorists navigating challenging road conditions. Tire grip is especially vital when temperatures drop, and Goodyear's comprehensive development process, including rigorous testing, reveals what makes winter tires superior for cold weather driving.

FOR IMMEDIATE RELEASE

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Understanding tire grip in different seasons

Goodyear's tire experts emphasize that grip is fundamentally determined by the tire's material composition and tread design. Winter tires are made from softer compounds that stay flexible in low temperatures, maximizing contact with the road even below 7°C. This is different to summer tires, which experience rubber hardening, and reduced grip as the weather cools. This flexibility allows winter tires to provide superior traction, crucial for both braking and cornering on cold, damp, or icy surfaces. In contrast, summer tires are optimized for warm conditions, where a harder compound improves performance and longevity but loses necessary flexibility as the weather cools. Using the right tire for the season ensures that your vehicle "puts its best footprint forward," avoiding loss of grip that can lead to longer stopping distances and decreased control.

Goodyear's commitment to safety and innovation

Goodyear employs one of the industry's largest teams of technicians, scientists, and test drivers at its Innovation Centre in Luxembourg. Every winter tire undergoes two years of development, covering hundreds of real-world and laboratory tests on snow, ice, wet, and dry surfaces. Tests simulate the most extreme conditions drivers might encounter, including the Arctic Circle and Alpine ski resorts - all to validate real-world safety before tires reach customers.

The Goodyear UltraGrip tire range, recognized with the 3 Peak Mountain Snowflake (3PMSF) symbol, is engineered to meet the toughest snow grip standards, offering high performance even in the most demanding winter climates. These tires are also evaluated for resistance to aquaplaning, so drivers can remain on course even during heavy rain and standing water. This range also features optimized dry handling and grip performance in cold conditions



Essential winter driving safety tips

If you're a first-time winter driver or a season pro, it's essential to know how to navigate challenging roads. Staying safe behind the wheel requires more than just caution; it starts with preparation. From fitting the right tires to adjusting your driving habits, here are four key tips:

- **Fit winter tires early:** Switch to dedicated winter tires when temperatures drop below 7°C to ensure optimum grip and control.
- **Check tread depth and pressure:** Regularly inspect tread and maintain correct pressures, as both under- and over-inflation can reduce grip and safety, particularly as cold weather can lower tire pressure. If you do not have a Tire Pressure Gauge on hand, pass by your nearest tire dealer who will be happy to do a quick measurement for you. The correct tire pressures can usually be found either at the inside of the driver door or at the inside of your fuel cap.
- **Look for reliable markings:** Ensure tires have the 3PMSF symbols, confirming their suitability and tested performance in severe winter conditions.
- **Adjust your driving:** Drive smoothly and anticipate longer braking distances. Even the best tires need slower speeds and gentle maneuvers for optimal safety, especially if the conditions get severe with temperatures below 3°C or even ice or snow.

Ben Glesener, Senior Director Technology Consumer EMEA at Goodyear, said: "Goodyear is dedicated to developing balanced tires that provide not only outstanding winter performance but also deliver on other customer priorities such as mileage and fuel efficiency. Our rigorous test programs mean that drivers can trust their Goodyear winter tires to perform at their best, no matter how demanding the conditions".

Find out more about Goodyear's range of winter tires [here](#) and all-season tires [here](#).

About The Goodyear Tire & Rubber Company

Goodyear is one of the largest tire companies in the world. The company employs around 68,000 people and manufactures tires in more than 53 plants in 20 countries around the world. Its two innovation centres in Akron, Ohio, and Colmar-Berg, Luxembourg, develop innovative products and services that set the industry standard for technology and performance. For more information about Goodyear and its products, visit www.goodyear.com/corporate.