



### Winter Tire Shipments

TRAC Winter Tire Shipments to Tire Dealers (Jan-Sept 2015 vs. 2014)



### Winter Tire Usage

TRAC 2014 Canadian Consumer Tire Attitudinal Study

### British Columbia

**Highway signage** reminding drivers about mandatory winter tire usage on select routes.

### Ontario

New legislation (effective Jan. 1, 2016) to lower **insurance premiums** for drivers using winter tires.

↑ **25%** in winter tire shipments since program announced

### Manitoba

**Low-interest loans** for winter tires offered by Manitoba Public Insurance.

**33,000+** applications processed since program launch in September 2014

### Quebec

Winter tires required on all passenger vehicles during winter driving season.

↓ **5%** in total # of road accident victims  
↓ **3%** in deaths and serious injuries

(between 2008-2010)