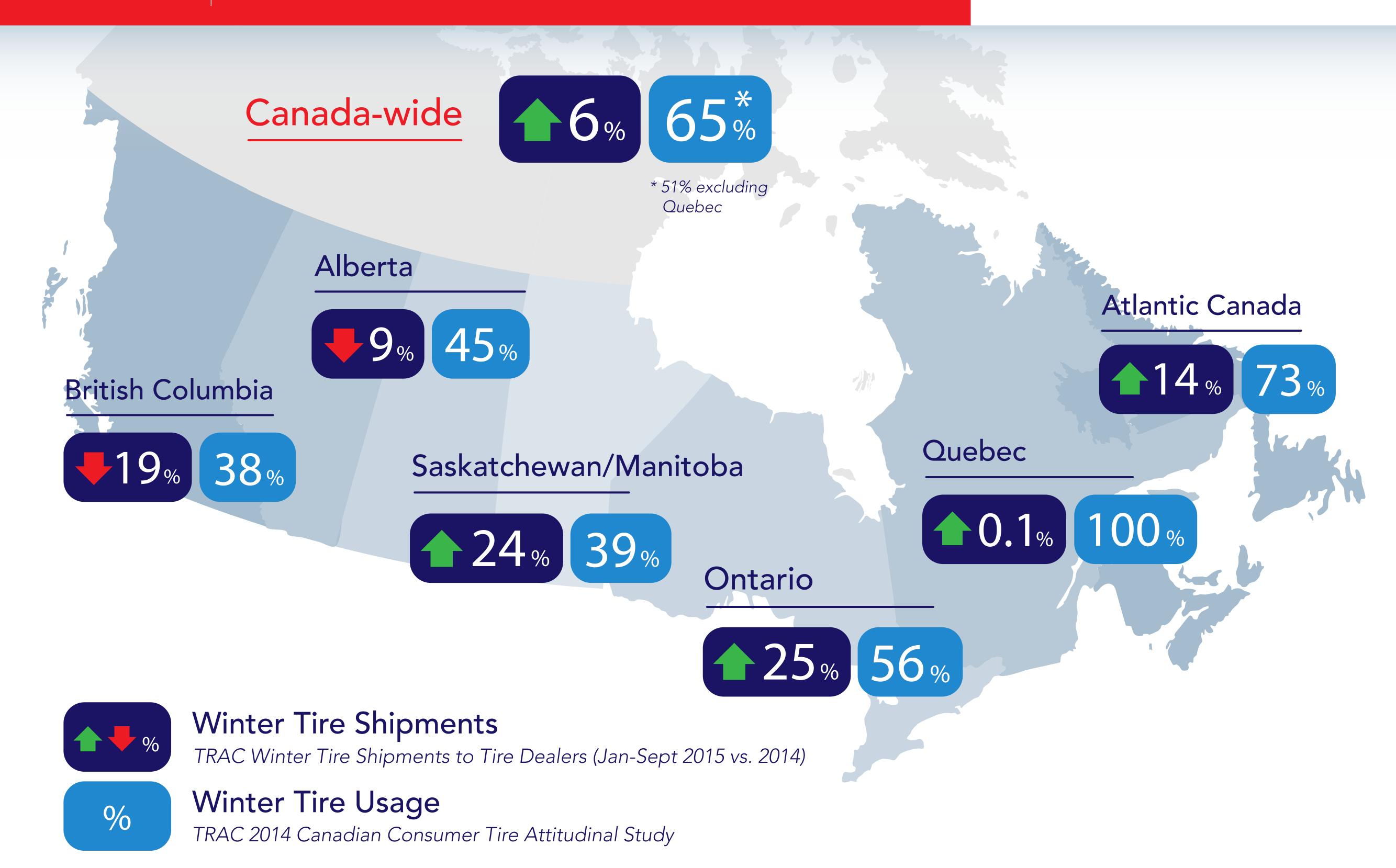
# 2015 WINTER TIRE TRENDS

### TRAC Winter Tire Report



## 2015 WINTER TIRE INITIATIVES

### **British Columbia**

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

#### Manitoba

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

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

#### Ontario

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

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

### 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)