

Tire Talk



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INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Tires are a vital part of any journey – from a short drive to the store to a long road trip – and making sure they're in top shape is an important aspect of caring for your car and keeping it in proper running order. This special feature series highlights news in tire innovation as well as tips for avoiding trouble on the road ahead.

Proposed topic highlights:

ROAD CONDITIONS – Tire performance in real-world conditions, from highway and gravel to city streets.

ADVICE – Experts weigh in on decisions tailored to a range of weather, road and tire use conditions.

INNOVATION – Technology improving road safety, driving and care.

MAINTENANCE – From tire rotation to checking treads and tire pressure, and more.

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RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

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Source: Vividata Fall 2020, National, A14+

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