

TIRES MAKE A DIFFERENCE

Why Are Tires Important?

When we hear the name Volvo, one of the first things many of us think of is safety and deservedly so. But when you think of tires, does safety come to mind? The fact is, tires are one of the most important safety features on your vehicle. Think about this: A vehicle's tires are its sole contact with the road. The engine and brakes work directly through the tires. Even Volvo's advanced traction and stability control systems are limited by the tire's ability to grip the road. So, driving on tires that are worn, underinflated, or not properly suited to the environment can compromise the performance and safety of your vehicle.

Where Should I Buy Replacement Tires?

There are plenty of options in the marketplace for buying tires, just as there are when it comes to servicing your Volvo. In both cases, your Volvo Retailer is the right choice. Professional service advisors and factory-trained technicians know what's best for your Volvo, and that includes tires. They can explain exactly what you need to know in order to make an educated tire purchase. Plus, Volvo Retailers will simplify the experience by only offering you tires that are designed to fit your car properly. That might be the same tire that came on your Volvo when you purchased it, or a tire that has been approved by Volvo engineers to meet the required specifications. And we're not just talking about the correct diameter and width, but the correct type, aspect ratio, load and speed rating, and more. Yes, it can get pretty technical, but your Volvo Retailer has the answers. Remember, getting the correct tire for your car is extremely important.

What About The Cost?

Volvo knows that there's plenty of competition in the marketplace when it comes to buying tires. That's why they created the **Volvo Tire Advantage**, a comprehensive factory-sponsored program that enables Volvo Retailers to offer customers the right tires for any Volvo **at competitive prices**. Plus, tires purchased from your Volvo Retailer include complimentary 24-Month Road Hazard Protection*. Combine that with factory-trained technicians using the proper equipment and the value proposition is hard to beat.

"If a consumer wants a good fuel economy tire, the best choice is usually the original equipment tire (the tire that was on the car when it was new). Consumers should also not forget that fuel economy is also dependent on proper air pressure. Monitoring air pressure regularly, and maintaining proper inflation pressures as dictated by the vehicle owner's manual, is the best route to ensure maximum fuel economy." Bill VandeWater, Bridgestone Firestone North America

*Ask a Volvo service advisor for details.