

Tires LES SCHWAB

ARE YOU TRACTION READY?

Tires LES SCHWAB



SIPING FOR CARS, TRUCKS & SUVs

SEE YOUR LOCAL LES SCHWAB TIRE CENTER FOR MORE DETAILS ABOUT SIPING!

IMPROVED BRAKING!

NON-SIPED



Research has shown that the most effective braking power occurs immediately prior to losing traction. SIPING extends the window allowed for maximum braking power by giving the existing tread a helping hand. In the examples above, notice how the SIPED tire has dozens more gripping edges.

BETTER TRACTION!

NON-SIPED



The tread surface on your tire is made up of many smaller surfaces known as "Tread Blocks." The reason for so many surfaces is especially important when it comes to icy or wet road conditions. The tread blocks get their gripping power not from their many smooth surfaces, but from the even more numerous sharp surrounding edges. SIPING provides more of these gripping edges.

WILL SIPING ADVERSELY AFFECT MY TIRE'S PERFORMANCE?

SIPING will not adversely affect your tires performance in any way. The tread on your tires retains all of its strength due to the patented spiral cutting process. This process leaves uncut areas known as Tie bars keeping your tread strong.

Spiral Cut



Tie Bars

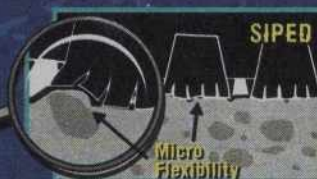
SMOOTHER RIDE!

New asphalt is relatively smooth but, time and wear exaggerates the coarse texture of the road's surface causing your tires to absorb most of the impact. SIPING gives your tires a Micro-Flexibility reducing the wear on your tire's carcass and sidewalls. This effect not only increases tire life, but will result in a smoother ride.

NON-SIPED



Standard Flexibility

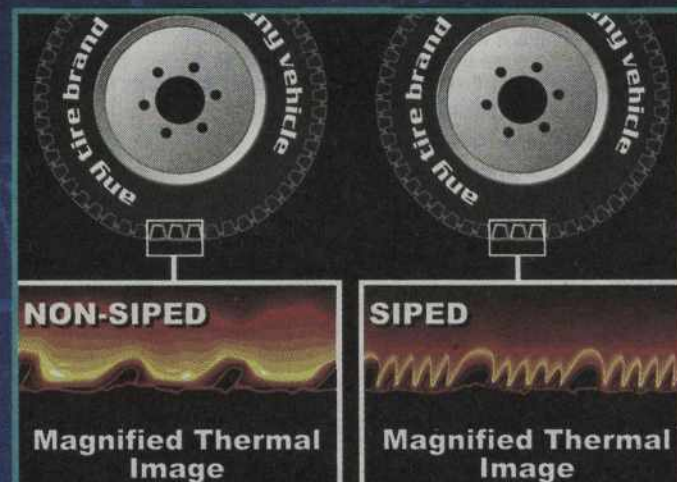


Micro Flexibility

COOLER RUNNING TIRES LAST LONGER!

Heat Generation is a common cause of rapid tire wear and even tire failure. While this heat may be a natural result of friction, the effect it has on your tire can be undesirable.

SIPING reduces the heat and its effect on your tire by allowing it to cool. As depicted in the illustrations above, the SIPED tire runs cooler due to the heat dispersing effect of the SIPES themselves. Much like your car's radiator, heat is isolated into smaller groups and air passing between these areas cause a natural cooling effect.



NON-SIPED

Magnified Thermal Image

SIPED

Magnified Thermal Image

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