



CAR CARE CORNER

Choosing The Best Tires For Your Car

(NAPSA)—When it comes to putting tires on many of today's popular sedans, drivers may need a dash of Jeff Gordon and a little bit of Ivana Trump.

That's the advice from experts who say that technologies traditionally reserved for luxury automobiles are now found in more mainstream vehicles such as the Toyota Camry and Chevrolet Impala. Fortunately, tire technology has kept pace with advancements in suspension systems and other areas.

For instance, an entirely new segment of tires—the touring tire—has been developed to fill a niche between all-season tires and performance tires. All-season tires, the bread and butter of the tire industry, are designed to perform adequately in most weather and road conditions. By contrast, performance tires are engineered to provide the crisp handling and “stick to the road” attributes needed for sports cars, such as a Corvette or Porsche.

“You could say that touring tires provide the comfortable and quiet ride that someone like Ivana Trump might value, while delivering performance-handling attributes that a NASCAR driver would enjoy,” says Owen Schiano, Uniroyal Tire brand marketing director. He notes that touring tires today represent 25 percent of the overall replacement tire market and that percentage is grow-



The right tires can complement any vehicle.

ing every year. For instance, Schiano's company makes a Tiger Paw Touring tire that's becoming increasingly popular.

It's designed to provide long tread life (it's backed by an 80,000-mile limited treadwear warranty in T speed-rated sizes and a 70,000-mile warranty in H and V sizes) while not compromising on all-season capabilities. Schiano says it also helps deliver crisp handling in corners and a smooth, quiet ride. He adds that consumers should talk to their tire dealer about whether a touring tire is right for their vehicle and personal preferences.

For more information, visit www.uniroyal.com.