

Start, Look and Listen: Prepare now for winter driving

Now's the time to get your car ready for the demands placed on it in the coming winter months. Especially in rain, sleet,



Driving safely in extreme weather conditions demands the best wiper blades you can buy. Bosch ICON™ wiper blades provide a cleaner wipe and up to 40 percent longer life than other premium beam blades on the market.

freezing rain, and maybe snow, you'll want your vehicle to start and run reliably. And you'll want your driving experience to be as safe and comfortable as possible. Here are some things to check to make your winter driving safer and more secure (www.BoschAutoParts.com).

Start

Most important, you'll want your car to start reliably every time. "While routine tune-ups are not what they used to be, your vehicle still needs to have new spark plugs installed periodically," said Mark Wilkinson, Group Product Manager, Spark Plugs for Robert Bosch LLC. Bosch is the company that invented the first commercially-viable high voltage spark plug more than a century ago.

Installing new spark plugs will help assure quick starts even in very cold weather, when battery power can be severely compromised. According to Wilkinson, "Most drivers feel that the original spark plugs performed well and lasted quite a while. Our Bosch Iridium is the replacement spark plug most like the Original Equipment (OE) plugs used in many late-model cars. Bosch Iridium has optimized spark projection in the combustion chamber

and uses a fine wire electrode design for superior ignitability and performance. It is an excellent replacement plug for any car using older-technology spark plugs."

Look

Visibility is critical to safe driving, and it's doubly important when snow, sleet, and ice obstruct vision. For that reason, safer visibility in extreme winter driving conditions demand the best wiper blades you can buy, and Bosch's Senior Product Manager for wiper blades, Makoto Takatsuka, said that Bosch ICON(TM) wiper blades provide a cleaner wipe and provide up to 40 percent longer life than other premium beam blades in the market.

Takatsuka added, "ICON's exclusive tension spring actuating technology creates a custom fit that's contoured to the curvature of both the driver and passenger sides of the windshield of each vehicle, unlike other blades that try to accommodate different curvatures with a single blade design. Such a compromise just can't provide the clean, consistent wipe offered by Bosch ICON's patented innovative design."

Listen

Certainly you should listen to the advice of your trusted repair shop when it comes to safe and proper maintenance of your vehicle. Your mechanic knows your car and its history, and is best qualified to recommend needed parts and service, particularly if your shop is part of the Bosch Car Service network (www.BoschService.com).

According to Michael Lippman, Concept Manager for this network, shops earning this distinction must meet strict standards for technician training, shop equipment, and customer relations, and be able to diagnose and troubleshoot the most advanced electronic safety and engine management systems.

Keep your car ready to beat the cold!

Different types of tires make a difference

Drivers rarely think of the tires on their vehicles until they have a flat. But the type of tires on your vehicle can impact its performance. When choosing tires for their vehicles, drivers should consider a host of factors, including the terrain and driving

conditions vehicles are likely to encounter.

Understanding tires and what makes some a better fit than others for certain vehicles can make for safe driving and improved handling.

All-season tires

The most common type of tire and arguably the best known is the standard all-season tire. Many vehicles come equipped with these tires, which are designed to be versatile enough to grip the road in various conditions. They are commonly made of a harder rubber that will not wear out quickly and will retain their tread. Most day-to-day driving can be done on all-season tires.

High-performance tires

People who live in dry climates or drive sports and rac-

ing cars can benefit from high-performance tires. These tires are specifically designed to grip the road better and offer superior handling under higher speeds. Because high-performance tires are made of a softer rubber compared to standard tires, they will not last as long as all-season tires.

Snow tires

People who live in snowy, icy conditions will benefit from the use of snow tires. These tires are designed with special treads to offer more traction in slippery conditions. The rubber used to manufacture the tire can remain flexible even at extremely low temperatures. Winter tires are best reserved for extreme weather and not used all season long because they will wear out more quickly than others. They may not have the same level of traction on clear roads. In some cases, winter tires may have metal studs included to enhance traction in icy situations. People who do not want to switch tires when cold weather arrives sometimes invest in snow chains that

improve traction on standard tires.

Mud Tires

Muddy areas can be just as slippery as snowy conditions. Mud tires are designed similarly to snow tires but will have extra grooves and a tread pattern that facilitates movement of mud away from the tires and road. Mud tires may be wider than standard tires as well.

Truck Tires

Drivers of trucks or sport-utility vehicles often need special truck tires. These tires can better handle the weight and size of a larger vehicle. Many drivers stick with the type of tire that originally came with their truck. Drivers who like to go off-roading may need an all-terrain tire to offer more traction when climbing hills or traversing different conditions.

It can be easy to overlook the importance of tires, but tires help vehicles remain on the road and can affect mileage, maneuverability and safety.

