



TIRE BUYER'S GUIDE

PHOENIX AVE TIRE INC.





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INTRODUCTION TO TIRE BUYING



While you might hear about some “deals” when buying tires online, we strongly suggest finding a reputable, trust-worthy tire retailer like us who will be there to not only assist you in the tire buying process, but also provide after sale service and support. If you’re new to the tire buying process (or even a veteran), it will be especially helpful to have the guidance of a knowledgeable tire dealer who can recommend the type of tire that will best fit your vehicle, driving style and desired price point. You can really trust a dealer who asks you questions about the type of driving you do and guides you in understanding factors such as tread wear, ride and handling, and driving conditions.

Even if you see the lowest prices online, consider the fact that buying from a local source will give you the confidence that you are getting the right tires, and have a trusted place to go if and when you need support.

WHAT TO CONSIDER

Before you start shopping, it is a good idea to have a basic understanding of tires. Here are some points to consider:

- 1. Manufacturer Recommendations:** Make sure your tire selection is in keeping with your vehicle's specific manufacturer recommendations for the best safety and performance.
- 2. Regional Climate:** Consider the kinds of weather you get in your area. Do you have much rain or snow fall? Choose the safest selection to handle the road conditions you will encounter.



- 3. Ride Quality:** Many models will look great on your car, but not all tires will provide a smooth and comfortable ride or solid handling.
- 4. UTQG Rating:** The U.S. Department of Transportation requires each manufacturer to grade its tires under the **UTQG (Uniform Tire Quality Grading)** labeling system and establish ratings for tread wear, traction and temperature resistance.



- 5. Tread Design** Tread design varies between tire brands and models. Some are actually noisier than others. If you do a lot of highway driving, you should consider this. Your tire dealer can help you decide on the best tread design for you.
- 6. Buy a Full Set** Be sure to replace all of your tires at once for optimal performance and even tread wear. However, if you're on a budget, you may want to consider replacing just two tires at a time.
- 7. Protect your Investment** Once your tires installed; be sure to have related checks such as alignment and balance. It is possible for a vehicle maintenance problem that caused your old set of tires to wear out too rapidly will also ruin your new tires.



QUESTIONS TO BETTER SERVE YOU

If you're still unsure of what type of tires you need, it's always good to come with a list of questions for us to even better serve you:

- **Are my current tires the best tires for my vehicle?**
- **What are the best tires that match my driving habits and my price?**
- **Can you give me a pricing tier of my tire type with three choices?**
- **What is the mileage warranty (if any) of my new tires?**
- **Is the tire manufacturer highly reputable?**

Tire Fun Facts

- The world's largest tire is in Allen Park, Michigan – *12 tons and 80 feet tall.*
- The natural color of rubber is *white* – not black!
- Lego produces over *380 million tires* a year



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