

Release date: 15 May 2013



## **BIRMINGHAM'S CHILLY TEMPERATURES PROVE THE IMPORTANCE OF COLD WEATHER TYRES**

Residents in Birmingham faced some of the coldest conditions in the country during winter 2012/13 as temperatures dropped below seven degrees Celsius during prime commuting hours on 150 days between 1 October 2012 and 31 March 2013.

The chilling statistics released by tyre expert ATS Euromaster in its annual Winter Weather Study cover temperatures in 10 major UK cities from 7am till 9am and 4pm till 6pm.

Of the 10 cities analysed, Birmingham recorded the fifth highest number of days when commuter time temperatures dipped below seven degrees Celsius. Newcastle upon Tyne had the highest number with 162 days and London was the city with the fewest days, with 120, but still accounting for 66 per cent of the six month period.

The figures, commissioned annually by Aston-based ATS Euromaster from the Met Office, highlight the importance of private motorists and businesses fitting cold weather tyres to cars and vans, as the specialist tyres offer greatly improved grip, handling, cornering and reduced braking distances when the temperature drops below seven degrees Celsius, which it did in Birmingham for 82 per cent of the six months measured.

Peter Fairlie, Group Sales Director at ATS Euromaster, says: "Birmingham faced one of the coldest winters in recent years and driving conditions have been treacherous on roads covered in ice and snow. Locals only experienced 32 days out of the whole six month period where cold weather tyres wouldn't have made driving safer whilst commuting."

/more

## **Birmingham's chilly temperatures prove the importance of cold weather tyres / page 2**

ATS Euromaster began offering cold weather tyres in earnest from 2010, and take-up of the seasonal tyres has continued to grow. For winter 2012/2013 ATS Euromaster ordered in excess of £10 million worth of cold weather tyres – 60 per cent more than the previous year.

Fairlie says: “It’s now the exception, rather than the norm, to find a supermarket home delivery or ‘blue light’ fleet not fitting cold weather tyres to the majority of its vehicles. These organisations have led the market in becoming early-adopters, closely followed by other motorists who can’t afford for vehicles to be parked up during a harsh winter.

“Detailed temperature analysis like this also illustrates why cold weather tyres are beneficial for all drivers from early October through until late March, and not just when the roads are icy or covered in slush and snow.”

The direct benefits of cold weather tyres start as soon as the temperature drops below seven degrees Celsius, when the performance of regular ‘summer’ tyres deteriorates. As a result of the cold, the rubber becomes harder and less ‘elastic’. This means that the tyres suffer from reduced grip and braking ability, and offer a less comfortable ride.

/more

## Birmingham's chilly temperatures prove the importance of cold weather tyres / page 3

Number of days in each month where temperatures fell below seven degrees Celsius for one or more hours between 7am to 9am and 4pm to 6pm – source: Met Office 2013

City	Weather station	October			November			December			January			February			March		
		'10	'11	'12	'10	'11	'12	'10	'11	'12	'11	'12	'13	'11	'12	'13	'11	'12	'13
Newcastle	Albermale	13	8	22	26	15	23	31	27	31	28	29	27	26	23	28	28	27	31
Leeds	Bradford	3	7	17	23	13	21	31	26	30	27	28	25	23	23	28	27	25	31
Cardiff	Bute Park	7	6	12	21	9	21	31	19	20	26	18	22	17	20	27	19	19	28
Liverpool	Crosby	8	1	6	22	4	15	31	17	26	28	20	24	17	24	28	25	12	31
Aberdeen	Dyce	13	7	20	26	11	23	30	28	30	30	30	27	26	22	28	29	20	31
Edinburgh	Gogarbank	9	6	20	24	10	22	31	27	30	30	30	27	24	20	27	26	21	31
Glasgow	Bishopton	11	6	16	27	11	21	31	27	29	29	30	25	25	22	27	28	21	31
London	St James's Park	5	4	7	20	5	17	30	19	20	26	17	22	15	20	26	18	15	28
Belfast	Stormont Castle	8	7	15	23	10	20	29	26	28	27	27	26	23	20	27	25	15	31
Birmingham	Winterbourne	12	7	14	24	14	25	31	25	29	27	25	23	19	23	28	26	21	31

ends

### About ATS Euromaster

Birmingham-based ATS Euromaster Ltd is part of the Euromaster Group, which operates in 17 European countries with 11,271 employees in more than 2,000 service centres. Established in Great Britain since 1964, ATS Euromaster has more than 350 centres (a mixture of retail, comprehensive and truck locations), approximately 900 mobile service vans and employs in excess of 2,600 people, providing coverage nationwide. It is the largest comprehensive tyre distributor supplying tyres for everything from cars and vans to trucks, coaches, forklifts, farm machinery and construction plant. ATS Euromaster was the first national tyre expert to be accredited by both SAFEContractor and the Contractors Health and Safety Scheme (CHAS), and also holds the Silver Award for Occupational Health & Safety from the Royal Society for the Prevention of Accidents. The company's technicians are amongst the most highly trained in the fast-fit industry, offering a comprehensive range of products and services including tyres, wheels, fleet inspections, nitrogen inflation, brakes, batteries, shock absorbers, oil, exhausts, fault diagnostics, air-conditioning servicing, scheduled maintenance servicing and MOT testing. Further information is available from [www.atseuromaster.co.uk](http://www.atseuromaster.co.uk)

**Note to editor:** For press information please contact Faye McBride or James Keeler on 020 8647 4467.

ATS/460c/13