

Winter tyres: a smart purchase not to be taken lightly

To avoid waiting at a fitting center and shortages like last year, the alternative is to **purchase tyres online**. It is thus possible to choose among thousands of products on **Tyres-Pneus-Online.co.uk**, a leader in the sale of tyres and automobile-motorcycle accessories, while **saving up to 50%**.

Why use winter tyres?

Did you know that winter tyres are not exclusively reserved for snowy areas? Indeed, when the temperature drops **below 7°C**, the rubber of summer tyres hardens, somewhat like a chewing gum, which significantly alters the properties of the tyre: grip is reduced and braking distance increased, road holding is poor on wet and icy roads etc...

A winter tyre is distinguished not only by his **rubber, more flexible and best suited to low temperatures**, but also by the **high number of grooves** on the tread, allowing better traction on snow and ice. Indeed, on snow-covered road at 30 mph, the braking distance of a winter tyre will be **reduced by almost 50%** compared to summer tyres. Similarly, on wet road at 50 mph and below 10 ° C, a winter tyre stops just over 19 feet sooner than a summer tyre. It is therefore necessary to fit winter tyres as soon as the mercury drops: your safety and that of other road users depends on it!

Winter tyres are now affordable for everyone!

There is no excuse for being reluctant to equip ourselves well. With **more than 7.2 Million** tires for sale, the website **Tyres-Pneus-Online.co.uk** provides a convenient and economical solution for every need and budget. Leading tyre brands such as **Michelin, Goodyear, Pirelli, Continental or Bridgestone** will satisfy the most demanding motorists. For maximum safety at a lower price, excellent brands such as **Nokian, Vredestein, Falken or Kleber** offer models that have proved their worth.

A **simple search** by size, by vehicle type or brand, **tyre testing** and **opinions from customers** help you select the tyre best suited to you. **Technical advice** will help newcomers become familiar with the universe of the tyre. The user can then contact one of the **452 partner fitting garages** for delivery and fitting of his tyres.

And no surprises: **all prices include VAT and shipping costs**.

Also note that **Pneus Online** offers a **complete loyalty program** to its customers, who may get additional discounts by referring their friends and using the loyalty card, generated automatically at the time of account opening on the website.

For more information on Pneus Online in the UK: <http://www.tyres-pneus-online.co.uk/>
Pneus Online tyre tips: <http://www.tyres-pneus-online.co.uk/tyre-technical-advice.html>

About Pneus Online™

£ 21.6M (about 24.7 M €) turnover in 2010

More than **15 000 partner fitting garages** in Europe

7.2 Million tyres for sale

Up to **50% in savings**

More than **2,9 M monthly visitors** (source Xiti, december 2010)

35 online shops (BtoC + BtoB) in the United Kingdom, Ireland, France, the Netherlands, Spain, Switzerland, Austria, Germany, Portugal, Belgium, Luxembourg, Italy, Poland and in Canada.

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