

# Hankook's innovations help improve winter tire traction

By Mark Pavilons



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When it comes to winter tires, manufacturers are constantly innovating.

Today's lineup of tires offers a host of unique features that almost contradict the fact they're winter rubber.

Hankook delivers the winter i-pike RW11 studded tire. At first glance, it has an aggressive, almost ferocious pattern. Upon closer inspection, the tire is toned and not at all bulky or clumsy. The stud tire for light trucks and SUVs provides the best traction and braking performance on snowy and icy roads. Maximized snow traction is achieved edge block at centre and it boasts enhanced ice performance with the pin arrangement optimized through computer simulation.

Check out Hankook's i'cept iZ, a miracle of modern technology.

The tread pattern is referred to as a "husky paw print," which mimics the sole of a husky's foot.

"Hankook is constantly innovating to deliver the latest tire technology," says Bullock. "Gone are the days of noisy, clunky winter tires. Today's tires are quiet, safe and performance oriented, even in the worst weather. There is lots of information to help you pick the best tire for your vehicle at [hankooktire.ca](http://hankooktire.ca)."

Knowing you're riding comfortably on such advanced tires gives you a sense of confidence behind the wheel. Backed by such glue-like traction, you never have to worry about overcompensating. Let the tire do the work it's designed for.

The proof is in the customers' reviews. Both the i-pike and i'cept get very high marks from customers on stopping, tracking, noise and comfort -- all the ingredients drivers look for.

Headquartered in Brampton, Hankook Tire Canada Corporation is a technology-focused, customer-oriented company that markets and distributes a complete line of high performance and ultra-high performance passenger tires, light truck and SUV tires, winter tires and medium truck and bus tires in Canada. With quality-proven products, Hankook Tire Canada is rapidly growing to become an industry leader in Canada. As the national partner and the "Official Tire" of Hockey Canada, Hankook Tire Canada actively supports grassroots sports and contributes back to local communities.

Visit [www.hankooktire.ca](http://www.hankooktire.ca) for more details.