

Transcript

Get Your Car Ready for the Winter - Winter Tires

[Upbeat Music Plays]

00:00:00 - 00:00:07

[Video: *An animated car is driving on a winter road*]

[Text on Screen: *Benefits of Winter Tires*

Winter Tires Help Increase Traction]

00:00:07 - 00:00:09

[Video: *An aerial view of an animated road shows two cars, one labelled winter tires, the other labelled all-season tires, and how far it takes to stop with each tire. The all-season tire car stops ahead of the winter tire care*]

[Text on Screen: *And reduce braking distances.*]

00:00:09 - 00:00:14

[Animation: *A white snow screen flashes across the screen to show a new scene*]

[Video: *An animated road in a winter scene is shown. A tire appears on the screen and the tread pattern are silica infused rubber highlighted with titles*]

[Text on Screen: *They perform up to 25% better than all season tires due to: Tread Pattern, Silica Infused Rubber*]

00:00:14 - 00:00:19

[Animation: *The tire and text swipe off the screen*]

[Video: *A thermometer showing 25°C is shown. It then drops to 7°C*]

[Text on Screen: *At temperatures hovering around 7°C, it's time to change your tires.*]

00:00:19 - 00:00:26

[Animation: *A white snow screen flashes across the screen to show a new scene*]

[Video: *An animated garage shop shows a car driving into the shop and onto a lift. Four tires appear at the bottom of the screen and then move to the position of the four tires on the car. The lift then lowers, and the car drives off.*]

[Text on Screen: *Tires should be changed in sets of four.*]

00:00:26 - 00:00:36

[Video: *The background fades slightly to show text appearing.*]

[Text on Screen: *Save 5 % On Your Insurance Premium By Switching To Winter Tires.*

Be Prepared For Winter Driving.

caasco.com/winterdriving]

[Animation: *The CAA logo appears]*

[Small Text on Screen: *CAA Insurance is underwritten by CAA Insurance Company. Underwriting notes apply.*

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