



**CONFIDENCE.
COMFORT.
CONTROL.**

GAIN IT ALL AT THE 2026 MICHELIN WINTER TIRE ACADEMY IN LAKE PLACID, NY.

Whether it's a coating of fresh snow or a layer of ice, driving in the winter can often be a challenge... even for the most experienced drivers. The roads become slippery, slushy, and simply unpredictable. But that does not have to prevent you from hitting the road and having fun driving on snow-covered roads.



This winter, accelerate your outdoor adventure at the Michelin Winter Tire Academy.

Designed to provide you the knowledge and training to take on the winter roads with confidence, this exclusive experience will help ensure you're ready and confident when you get behind the wheel of your vehicle. Plus, you'll discover the enhanced performance and control that the Michelin winter tire lineup offers.



**MICHELIN WINTER TIRE ACADEMY
LAKE PLACID, NY**

Saturday Dates – February 7, 14, or 21

Sunday Dates – February 8, 15, or 22

\$250 per Vehicle (plus tax)

(Vehicles will be provided and can hold up to four (4) people.*)

Have a newer driver in your family? Recently moved to a snowy climate? Need a winter driving refresher yourself? The Michelin Winter Tire Academy can help improve your winter driving skills... while letting you have fun on the snow and ice in a safe, controlled environment.

HERE'S WHAT YOU CAN EXPECT AT THIS ONE-OF-A-KIND LAKE PLACID EXPERIENCE:



The perfect outdoor "winter classroom" to experience winter driving fundamentals to enhance your driving skills and prepare you take on the snowy and icy conditions you may encounter on the road. Our experts will offer knowledge and demonstrate techniques you need to accelerate, brake, turn, and stop with more control and confidence.

A 2-hour hands-on experience on a custom-built course, led by expert driving instructors.



A snow and ice adventure behind the wheel of a vehicle equipped with Michelin's latest, hi-performance winter tires. The Michelin Winter Tire Academy provides a safe and challenging environment to hone your winter driving skills, while seeing the benefits and gaining an appreciation for Michelin's winter tire performance.



DON'T MISS YOUR CHANCE TO EXPERIENCE THIS EPIC WINTER DRIVING ADVENTURE!



The 2026 Michelin Winter Tire Academy will be happening during three different weekends this February at the **Lake Placid Airport** (27 Airport Lane, Lake Placid, NY 12946).

CHOOSE A DATE:

Saturday, February 7	Sunday, February 8
Saturday, February 14	Sunday, February 15
Saturday, February 21	Sunday, February 22

CHOOSE A TIME:

8:00 a.m., 11:00 a.m., or 2: 00 p.m.
(three available time sessions per day)

SPACE IS LIMITED FOR EACH SESSION, SO RESERVE YOUR SPOT TODAY!

To sign up for a Michelin Winter Tire Academy session,

CLICK HERE

or call **(866) 277-6038**
and we'll get your reservation started.

Have questions or want to learn more about the Michelin Winter Tire Academy?

Email us anytime at **info@MichelinWinterTireAcademy.com**.

*Participants must be at least 12 years of age to attend the Michelin Winter Tire Academy as a passenger (non-driving) guest. Guests 18 years of age and up who present a valid driver's license at event check-in may participate as a driver.