

TIRE ACADEMY IN LAKE PLACID, NY.

GAIN IT ALL AT THE 2026 MICHELIN WINTER

ice, driving in the winter can often be a challenge... even for the most experienced drivers. The roads

Whether it's a coating of fresh snow or a layer of

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.



outdoor adventure at the Michelin Winter Tire Academy. Designed to provide you the knowledge and training to take

This winter, accelerate your

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.



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?

Academy can help improve your winter driving skills... while letting you

Need a winter driving refresher yourself? The Michelin Winter Tire

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:

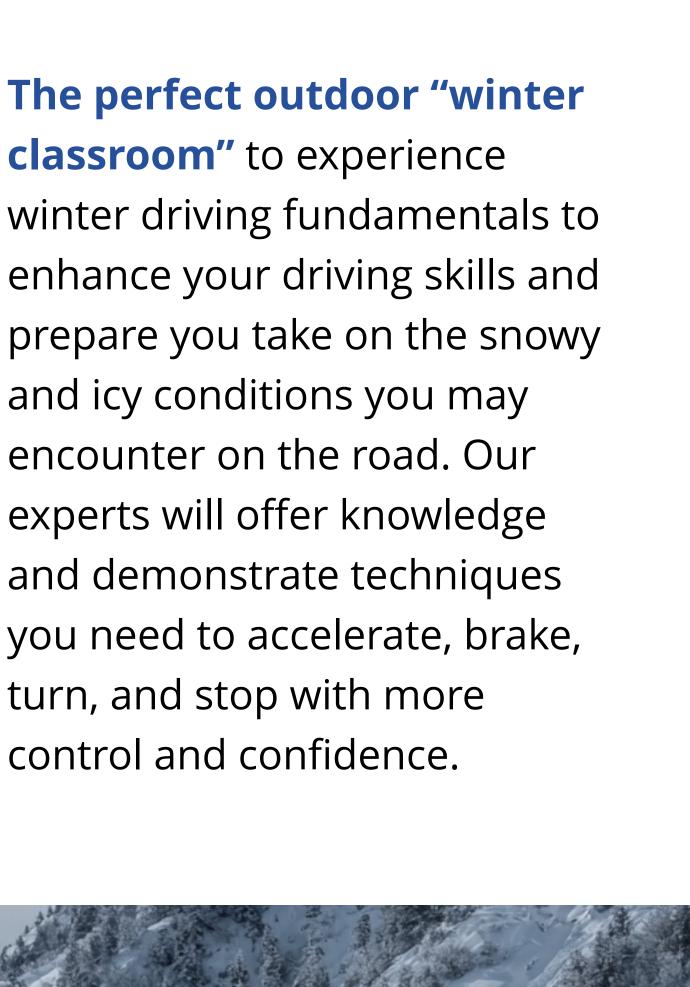


A 2-hour hands-on

driving instructors.

experience on a custom-

built course, led by expert





hone your winter driving skills, while seeing the benefits and gaining an appreciation for Michelin's winter tire performance. The 2026 Michelin Winter Tire Academy will be happening during three different weekends this (27 Airport Lane, Lake Placid, NY 12946).

A snow and ice adventure

behind the wheel of a

vehicle equipped with

performance winter tires.

Academy provides a safe and

challenging environment to

The Michelin Winter Tire

Michelin's latest, hi-

Saturday, February 7

Saturday, February 14

Sunday, February 22 Saturday, February 21 CHOOSE A TIME: 8:00 a.m., 11:00 a.m., or 2:00 p.m. (three available time sessions per day)

Sunday, February 8

Sunday, February 15

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.