

Toyo Observe G3-ICE offers great traction in all winter conditions.

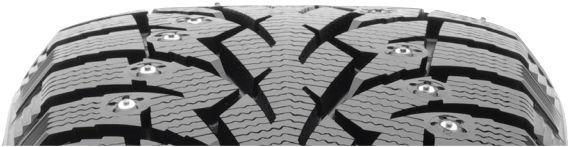
"Millennium" warranty:
- 5 year workmanship and materials warranty.



OBSERVE G3-ICE								
	SIZE	SW	SD	1/32"	OD	SEC	SLR	RPK
14	175/65R14	BW	82T	11	23.0	7.0	7.6	561
	185/65R14	BW	86T	11	23.5	7.4	8.1	550
15	175/65R15	BW	84T	11	24.0	7.0	11.0	538
	185/65R15	BW	88T	11	24.4	7.4	11.2	528
	195/65R15	BW	91T	11	25.0	7.9	11.4	516
	215/70R16	BW	100T	--	--	--	--	--
16	235/70R16	BW	106T	--	--	--	--	--
	215/65R16	BW	98T	12	27.0	8.7	12.3	478
	205/60R16	BW	92T	11	25.7	8.2	11.8	503
	215/60R16	BW	95T	11	26.1	8.7	12.0	494
	205/55R16	BW	91T	11	24.9	8.4	11.5	519
	225/65R17	BW	106T	11	28.5	9.0	13.0	453
17	235/65R17	BW	108T	13	29.1	9.4	13.2	444
	245/65R17	BW	107T	--	--	--	--	--
	225/60R17	BW	103T	12	27.6	9.0	12.6	467
	235/60R17	BW	106T	--	--	--	--	--
	215/55R17	BW	98T	11	26.3	8.9	12.1	491
	225/55R17	BW	101T	11	26.8	9.2	12.3	482
	205/50R17	BW	89T	11	25.1	8.4	11.7	514
	225/50R17	BW	94T	11	25.9	9.2	12.0	498
	225/45R17	BW	91T	11	25.0	8.9	11.6	517

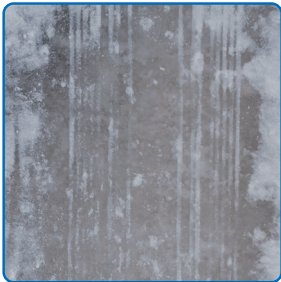
** Reinforced

Transport Canada Approved
for Severe Winter Conditions

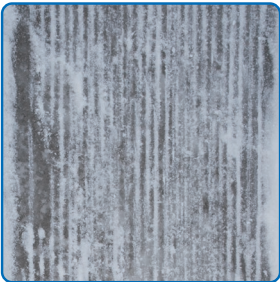


OPTIMIZED SCRATCH EFFECT FOR
BETTER TRACTION AND QUIETER RIDE

When studs are installed the Observe G3-ICE offers superior ice performance due to a newly optimized stud distribution pattern which increases road contact across the tread face.*



Lines in ice left by
Competitor's Tire

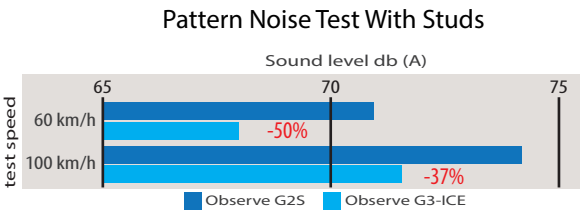


Lines in ice left by
Observe G3-ICE

On its own the Observe G3-ICE, with advanced tread design and Toyo's Microbit studless technology, performs great in all winter conditions. For added traction the Observe G3-ICE is designed to accept studs.

The challenge was to produce a studdable tire using less studs yet increase traction over conventional studded tire designs.

The result is a stud distribution pattern that ensures an efficient scratch pattern across the face of the tire. This advanced pattern ensures that the Observe G3-ICE is grabbing onto more road with less than half the amount of studs. With less studs you get a better, quieter ride and there is less potential road damage.



*Identical sized tires fitted to identical cars on same course. Images obtained on consecutive passes.
Test tire - 195/65R15 Location - Toyo test track Miyazaki GP.

OBSERVE
G3-ICE

Designed for optimum traction and braking on snow and ice, the Observe G3-ICE boasts consistent traction throughout the life of the tire.





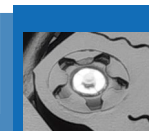
OBSERVE G3-ICE

Directional winter tire for passenger vehicles.

The Toyo Observe G3-ICE winter tire is designed for tough winter driving conditions, combining excellent winter performance with driving comfort. Equipped with Toyo's Microbit studless tire technology and an advanced directional tread pattern, the Observe G3-ICE is ready to handle snow, ice or slush while offering superior ride comfort. For areas that experience severe winter conditions, the Observe G3-ICE has the option of being studded for added traction on ice and compacted snow. The new optimized stud hole placements allow for better traction with less studs. Fewer studs mean improved ride comfort.

With the option of studs you are assured reliable traction in the worst of winter's conditions.

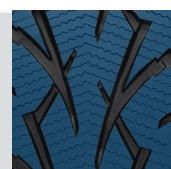
Studdable for added ice traction



Stud size is TSMI #12

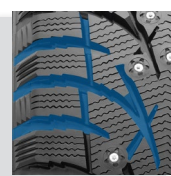


Features & Benefits



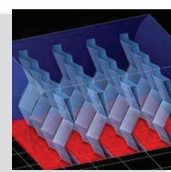
IMPROVED SOFTER COMPOUND WITH HIGH LEVELS OF SILICA

>> The softer compound ensures tread blocks remain flexible at lower temperatures. Silica also helps enhance wet grip and traction even during lower temperatures.



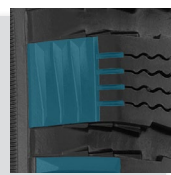
WIDE EVACUATION GROOVES

>> Wide grooves for efficient evacuation of water, snow or slush reduce the chance to hydroplane, ensuring the tire tread remains in contact with the road for better grip.



HIGH DENSITY 3D MULTI-WAVE SIPES

>> Full depth Multiwave sipes increases tread block rigidity for better ice traction while reducing the possibility of irregular wear for a more comfortable ride.
>> Increased sipe density adds grip on ice and in compacted snow while cornering, braking or accelerating.



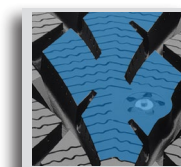
ALTERNATING BUTTRESS BLOCK DESIGN

>> Alternating the blocks on sidewall buttress helps dig into snow and propel the vehicle through slush or snow rutted roads for added control.



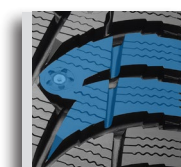
V-SHAPED CENTRE RIB WITH A HORIZONTAL SIPE

>> The continuous centre rib offers stability at higher speeds on paved roads while the V-Shape design improves water or slush drainage to reduce hydroplaning.
>> Horizontal sipes improve braking and accelerating.



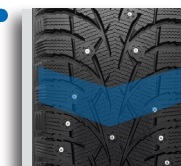
LARGE U-SHAPED TREAD BLOCKS WITH SAW TOOTHED EDGES

>> Larger outer blocks are designed for added aggressive grip on snow or slush.
>> Saw-toothed edges along the perimeter of the blocks further improve cornering and braking ability.



DIRECTIONAL TREAD PATTERN

>> A directional tread design with staggered tread blocks maximizes traction and handling while improving ride comfort by reducing road noise.



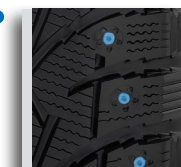
GEAR EDGE DESIGN

>> A Gear Edge design at the stud hole locations increases edge effect for better traction during cornering or braking with or without studs installed.



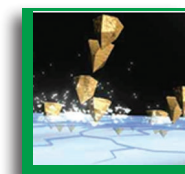
OPTIMIZED STUD HOLE PLACEMENT

>> Optimized stud positioning throughout the tire increases scratch effect (road contact) with less studs. The results are better traction while reducing ride noise.



>> It's nice to know that Toyo considers the environment when producing tires to ensure environmental impact is minimized.

The Observe G3-ICE incorporates Toyo's Microbit studless tire technology, using crushed black walnut shells within the rubber compound that scratch into slippery surfaces like tiny spikes. Being a renewable resource, this technology is also better for the environment.



The result is a tire with great traction that is better for the environment than conventional tires.