

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

The 2026 Michelin Winter Tire Academy will be happening over the course of three weekends this February at the Lake Placid Airport.



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 sessions per day)



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

To sign up for a Michelin Winter Tire Academy session [scan the QR code below](#)



If you prefer, give us a call at **(866) 277-6038**
(Monday – Friday; 9 a.m. – 5 p.m. EST),
or 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.



WINTER TIRE ACADEMY
LAKE PLACID, NY

**=CONFIDENCE.
=COMFORT.
=CONTROL.**



GAIN IT ALL
at the 2026 Michelin
Winter Tire Academy in
Lake Placid, NY.



(866) 277-6038

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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.



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:



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



The perfect outdoor classroom to enhance your winter driving skills and prepare you to take on snowy and icy conditions. Our experts will teach fundamentals and demonstrate techniques you need to accelerate, brake, turn, and stop with more control and confidence.



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