



WINTER TIRE ACADEMY
LAKE PLACID, NY

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



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.

GAIN IT ALL

at the 2026 Michelin Winter Tire Academy in 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 the snowy and icy conditions.

Experts sharing fundamentals and demonstrating 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's latest high-performance winter tires.

THE 2026 MICHELIN WINTER TIRE ACADEMY WILL BE HAPPENING AT THE LAKE PLACID AIRPORT.

Choose a Date:

Saturday, February 7	Sunday, February 8
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Saturday, February 14	Sunday, February 15
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Saturday, February 21	Sunday, February 22
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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 SCAN THE QR CODE TO RESERVE
YOUR SPOT TODAY!**

(866) 277-6038 • 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.