



## The Snow Tire FAQ Updates Site with New Reference Section

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Fairport, NY ([PRWEB](#)) December 1, 2003 -- In a move designed to help drivers in the winter, The Snow Tire FAQ has added a new Reference and Tool section to its site, <http://www.snowtire.info>.

As John Werner, the editor of the Snow Tire FAQ explains, "Since starting the Real World Snow Tire Tests and adding a User Submitted Review section to the Snow Tire FAQ, the amount of mail looking for tire recommendations has slowed. At the same time, I have started getting questions about other tire and driving related issues. With a move to a new server, I have been able to add some tools and references to the site."

The "Tools & Reference" section is accessible from a new "Quick Link Bar" at the top of the main Snow Tire FAQ page. "The 'Quick Link Bar' is actually a response to a comment from a couple of site visitors. They mentioned that it was hard to find the User Submitted Reviews. This was a simple solution to allow access to a few of the more sought after sections in the site."

Another addition to the site is an "On-line Snow Tire Retailers" page. "Another one of the popular questions I have fielded is 'Where can I buy this brand of tire?' My solution was to create a page of links to places on the web where people can buy snow tires." On this page, there are links to several sites that sell snow tires. "For each tire manufacture we mention, I have tried to find at least one site that sells them. I am also very open to adding new sites to the list."

The list of sites is broken into three sections. The first section lists sites that pay a commission to The Snow Tire FAQ. The second section lists sites with reciprocal links. The third section lists other sites. "Listing sites that pay a commission to the Snow Tire FAQ is a risky step. I have always prided myself in the fact that I am not motivated by sales to recommend one tire over another. At the same time, I am faced with increased costs of running the site. My intent is to remain objective, but if it should become obvious that I no longer am, I will re-evaluate my decision."

### About The Snow Tire FAQ

The Snow Tire FAQ is an independently operated, non-commercial site providing information on Snow Tires. "I make my living writing software for a company located near Rochester, NY. I don't sell tires. I don't even get advertising revenue from tire manufacturers," says editor John Werner.

During the winter months, the site will often have well over 100 visitors per day. During the months of October, November, and December of 2002, The Snow Tire FAQ (<http://www.snowtire.info>) had over 10,000 visits.

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The Snow Tire FAQ

<http://www.snowtire.info>

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).