



To: Rental Agency

CC:

From: Central Wasatch Commission

Subject: Rental Vehicles and Utah Traction Law

Date: October 31, 2025

Dear Rental Car Agency,

The Central Wasatch Commission (CWC), an interlocal governmental entity and political subdivision of the State of Utah, is a multi-jurisdictional coordinating entity dedicated to promoting transportation solutions, economic sustainability, recreation stewardship, and environmental conservation in the Central Wasatch region. The CWC coordinates with the Utah Transit Authority (UTA), municipal jurisdictions, the Utah Department of Transportation (UDOT), and others to provide canyon transportation solutions to increase safety and alleviate congestion.

We are reaching out to you to ask for your participation in the UDOT Cottonwood Canyons Sticker Program, which aims to improve compliance with the Utah Traction Law ([administrative rule R920-6](#)). The Traction Law can be applied anywhere statewide depending on local road and weather conditions.

The Sticker Program indicates that a vehicle has been pre-inspected and meets Utah's Traction Law requirements, including the following criteria:

- AWD/4WD: M + S or M/S tires are the minimum requirement. Traction devices such as chains, snow socks, etc. or 3 peak mountain snowflake (3PMSF) tires are also acceptable and provide the most reliable traction in severe winter conditions.
- 2WD: 3 peak mountain snowflake (3PMSF) tires (on all four tires) are the minimum requirement. Traction devices such as chains, snow socks, etc. are also acceptable.

Those who attempt to drive up the canyon on a Traction Control Day with a non-compliant vehicle, including rental vehicles, are denied access.

Vehicles can get a free compliance sticker (placed inside the windshield) at several tire shops, indicating compliance. Stickered vehicles are waved through the tire inspection checkpoints by law enforcement in Big and Little Cottonwood Canyons. This reduces traffic backups at the base of the canyons at the car inspection checkpoints.

For the 2025-2026 Ski Season, UDOT is promoting and enforcing the Traction Law, including:

- On-the-spot vehicle/tire inspections at the base of Big and Little Cottonwood Canyons and coordination with Cottonwood Heights and Sandy Police departments and the Salt Lake County Sheriff's Department for in-canyon inspections;
- Rejecting non-compliant vehicles and turning them around at the canyon base;



- Possible citations for vehicles in the canyons that are non-compliant – especially vehicles that are involved in slide-offs or accidents;
- Supporting the UTA Ski Bus, as well as private and commercial shuttles;
- Strong promotion of carpooling and noting that each of the resorts are employing increased parking fees;
- NOTE: The 2025 Utah Legislature tweaked the Traction Law – allowing UDOT to declare a “Snow Day” the day before if prudent, rather than waiting for road conditions to deteriorate.

Your participation in the Sticker Program would increase the safety of your customers, both with compliant vehicles and with specific, appropriate knowledge; reduce the likelihood of accidents; reduce congestion in the canyons due to unsafe vehicles; and potentially boost your sales by offering sticker-compliant vehicles to canyon users. Offering vehicles properly equipped with tires that comply with the traction law will enhance your customers’ experience and position you as a preferred winter vehicle provider.

Your participation in the Sticker Program may include:

- Having the vehicles in your fleet that comply with the traction law inspected and stickered;
- Increasing the quantity of compliant vehicles in your fleet;
- Providing information to your customers about the Traction Law, such as printed mirror hangers, informational signs, and/or handouts at your rental counters;
- Promoting your compliant vehicles to your arriving customers, on your listings with travel agents and tour operators, and other relevant places.

We very much appreciate the work of Alamo, Budget, Enterprise, National, Rugged Rental, and Go Rentals for their work, recognized on the UDOT website, providing stickered, pre-inspected, compliant rental vehicles.

Thank you for your willingness to respond and participate. We would love to hear your questions, concerns, and feedback. If you would like more information regarding the UDOT Traction Law and Sticker Program, or would like to speak with us, please contact the Central Wasatch Commission.

Specific information regarding the Traction Law can be found at:
<https://cottonwoodcanyons.udot.utah.gov/traction-law/>

Sincerely,

Central Wasatch Commission