

# What's all this about a Cold Autumn & Winter?

## Piers says "It's baseless hype from a gaggle of wannabes"

The Daily Express 20 Sept and various media scream "Experts predict a cold Autumn & Winter" - based on the meanderings of a gaggle of would-be forecasters, none of whom have an independent track record of significant long-range success - Exacta Weather (experts in promoting cold-weather tyres), NetWeather, Weather Services International and Positive Weather Solutions (the 'experts' who promised a 'hottest summer ever').

"First Up", said Piers Corbyn of Weather Action, world-leaders in long range weather forecasting - who unlike all others have independently proven significant skill: **"Their forecast of a cold & dry\* October will fail. It will be generally WET & MILD, with significant divisions across the UK and two dangerous storm periods at known dates in our forecast available to subscribers (box).** (Forecast 85% confidence) (\*PWS at least say dry).

"If any of these 4 'Experts' start 'predicting' when one of these storms is coming (before it's on a weather-map) we might guess where they got the idea from".

## What about this winter?


The lack of independently proven skill of the Express' 4 'Experts' means their forecast can only turn out correct by luck or if it is a copy of one that works. In terms of skill it should be noted the last two winters have 4 possible patterns: cold-cold, cold-warm, warm-cold and warm-warm. Of 4 guessers one should be right and this is the claimed skill base of these 4 'experts' - one claims this 'skill'.

"The Express /Mail etc 'forecast' is short on detail and slithery on timing so aspects of it might, after the Winter appear to work by luck but frankly if anyone wants a reliable detailed long-range forecast for Brit/Ire, Europe or USA there is only one place to come. WeatherAction forecasts contain 1000 times more detail than this gang of 4's word-salad and have unbeaten proven skill.

"But lets' be fair there is nothing wrong with anyone, qualified or not, attempting to forecast the weather and talking about it, but the Express, Mail and others hype up the qualities of their 'Experts'; Mr Madden, eg, of Exacta is an unqualified geographer; and more shamefully the Express promotes this wild speculation as if it had substance beyond a game of 'Spot the ball'.



**Tyre News**



Type 'Exacta cold weather tyres' into Google and you get 10 winter tyre promo hits.

**ATS-E urges British drivers to prepare for winter early**

07 September 2011

British drivers have been urged to prepare for winter driving conditions now as snow is expected within the next two months.

Meteorologist James Madden of Exacta Weather has forecast that Brits will experience below average temperatures in October, with snow storms expected to hit some places next month and strike the rest of the country over the winter.

Peter Fairfax, group sales director at tyre retailer ATS Euromaster, advised fleet businesses to fit suitable tyres for the winter to ensure that their operations are not affected.

**Paul Hudson of BBC says ONLY WeatherAction got Summer right** <http://bit.ly/pDQAvI>

**Why Farmers & YOU need WeatherAction**  
 - long-standing subscriber says it like it is: <http://bit.ly/p8bYoS>

**October detailed Forecast -** <http://bit.ly/oBofRn>

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