

FLEETS AND OWNER OPERATORS

WHY CHOOSE MICHELIN® RETREADS?

**THE CHOICE IS CLEAR. MICHELIN RETREADS
ARE SIMPLY THE RIGHT CHOICE.**



WHEN CAN A RETREAD BE THE RIGHT CHOICE OVER A NEW TIRE?



SMART FOR BUDGETS

MICHELIN® casings provide multiple retreads, so you get more from your investment by maximizing your assets.



ENVIRONMENTALLY FRIENDLY

Supports sustainability/green initiatives by reusing quality MICHELIN® casings.



HIGH QUALITY

The MICHELIN® Retread Technologies process is consistent, audited and backed by MICHELIN®.

WANT TO SEE HOW MICHELIN RETREADS STACK UP?



MICHELIN® casings provide our company excellent durability over several retread cycles, vs. the less expensive import new tires, where the ability to retread is limited or not an option. Retreading also impacts our carbon footprint in a positive way; therefore, we believe, saving us real dollars over the long run.

Steve Harrison | President, Alliance Transport | San Antonio, TX



BENEFITS OF MICHELIN RETREADS

 SMART FOR BUDGETS		
Maximize Your Assets	✓	Retreading extends the life cycle of your tire assets which reduces costs ¹
Premium Quality Casing	✓	Our casings are retreadable multiple times
Low Cost Per Mile	✓	MICHELIN® tread quality helps provide more miles per dollar
Local Manufacturing	✓	Locally owned and operated facilities provide local jobs
No FET Charges	✓	Taxes can range up to \$34 ² or more per tire for new tires
 ENVIRONMENTALLY FRIENDLY		
Many SmartWay® Verified Retreads	✓	Certified retreads that reduce fuel consumption & greenhouse gas emissions
No Aromatic Oils	✓	Environmentally friendly
Conserves Oil ³	✓	Retreading saves 15 gallons of oil per tire ³
Reduces Landfill Volume ³	✓	Retreading removes thousands of casings from landfills ³
Supports Sustainability/Green Initiatives	✓	Recycling and reusing are good for the planet and eco-friendly ³
 HIGH QUALITY		
Consistent, Nationwide Retread Warranty Comparable to a New Tire Backed by MICHELIN	✓	Robust warranty for the life of the usable tread, backed by a known, reputable brand.
MICHELIN Proprietary Technology In Both New Tires And Retreads	✓	Dual-compound treads, matrix siping technology and fuel-efficient compounds are just a few examples of features used in both MICHELIN new and retread tires
MICHELIN Manufacturing Excellence	✓	Our retread facilities follow a consistent, audited, nine-step manufacturing process to deliver uniform results
Proprietary MRT Process	✓	<ul style="list-style-type: none"> • Advanced x-ray inspection • Grazing light and electronic liner inspection • Casing Integrity Analyzer® (CIA) shearography

To learn more or to find a dealer near you, visit michelintruck.com or call 1-888-622-2306.

¹Average cost of a retread is significantly less than the average cost of a new tire. See michelin2b.com for specific pricing.

²www.irs.gov/publications/p510/ch06.html

³www.retread.org/#!/about-retreading/c1srn