



**AN ENVIRONMENTALLY
FRIENDLY WAY TO PROTECT
YOUR BOTTOM LINE**



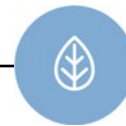
WHY RETREAD?

Retreading your tires is good for the environment and for your business. Discover a way to get the most out of your tires when you choose to embrace the retread process.



REDUCE TIRE TOTAL COST OF OWNERSHIP (TCO)

- A casing is 70% of the value in a new tire purchase
- A retread is 35% of the cost of a new tire
- A retread delivers 80% of the mileage of a new tire



REDUCE ENVIRONMENTAL IMPACT

- Saves 100 million+ gallons of oil annually¹
- Millions of tires that would end up in landfills yield thousands more miles¹

¹ retread.org/learn-more



WHY MICHELIN® RETREAD TECHNOLOGIES?

Our innovative retread process creates retreads you can trust to save money and keep your trucks on the road. Utilizing Michelin's new-tire design technology, proven tread designs and new-tire manufacturing standards, the MICHELIN® Retread Technologies (MRT) retread process delivers reliable retreads, designed for your application to help you maximize your tire assets.

- Low rolling resistance, SmartWay® verified retreads for maximum fuel efficiency
- Michelin proprietary technology that yields multiple retreads
- Monitored and audited, 9-step manufacturing process delivers uniform results
- Increased accountability of your assets with Bib Tread mobile on-site digital app
- Consistent, nationwide retread warranty backed by Michelin

OMNIA[®]
P A R T N E R S

