



BOOST YOUR BOTTOM LINE WITH MICHELIN RETREAD TECHNOLOGIES

WHY MICHELIN RETREADS

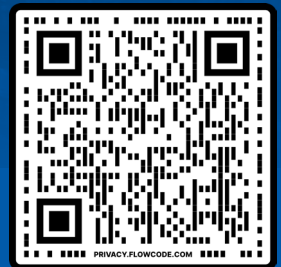
- Industry-leading retread process available across the U.S. and Canada through a vast franchise network
- Proven compounds, tread designs and retreading technology designed to deliver enhanced performance
- Sustainable solutions that help reduce waste and create cost savings



AN INDUSTRY-LEADING RETREAD PROCESS

Our innovative retread process utilizes customized machinery that is standard across all Michelin Retread Technologies franchise plants to ensure quality and consistency. Every tire is examined throughout the retread journey - just one of the many steps we take that sets our process apart from others.

- 1. INITIAL INSPECTION**
- 2. COMPUTER-AUTOMATED BUFFING**
- 3. CASING INTEGRITY ANALYSIS**
- 4. X-RAY**
- 5. REPAIR**
- 6. TREAD BUILDING**
- 7. DOUBLE-ENVELOPING**
- 8. CURING**
- 9. FINAL INSPECTION**



See the process in action.



PROVEN COMPOUNDS, TREADS & RETREADING TECHNOLOGY

MORE TIRE LIFE AT HALF THE COST

Michelin retreads are designed to extend the life of your tires and improve fuel efficiency to maximize your total cost of ownership. When you get the most out of your tires, you boost your bottom line.

MICHELIN RETREADS LAST 90% AS LONG AS A NEW TIRE AT 50% THE COST.⁽¹⁾



GREAT FOR BUSINESS. GOOD FOR THE ENVIRONMENT.

By retreading, you can reuse a single casing repeatedly, resulting in less waste and more cost savings.

15 GALLONS

The amount of oil saved in manufacturing a retread compared to a new tire.⁽²⁾

MILLIONS OF TIRES

The amount of tires that would end up in tire piles or landfills continue their useful lives for thousands of more miles.⁽²⁾



To learn more about the many advantages of Michelin Retread Technologies (MRT), contact your Michelin dealer, or schedule a tour of an MRT plant to see the process for yourself.

⁽¹⁾ Based on field data compiled by Michelin representatives and internal testing.

⁽²⁾ www.retread.org/learn-more
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