



BOOST YOUR BOTTOM LINE WITH MICHELIN RETREAD TECHNOLOGIES

WHY MICHELIN RETREADS

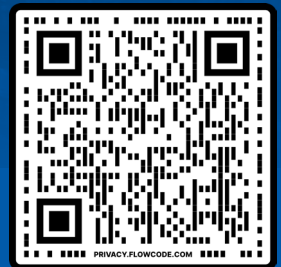
- Industry-leading retread process available across the U.S. and Canada through a vast franchise network
- Unique compounds, tread designs and retreading technology designed to deliver enhanced performance
- Proven solutions that help reduce waste and create cost savings



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

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.



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

RESOURCE EXTRACTION*



Reduce resources required by 66%

MANUFACTURING*



Significant reductions in oil, water, energy & emissions

USE PHASE*



Retread tires can have similar fuel economy as new tires

NEXT USE PHASE*



Lowers the amount of tires that have to be managed.



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.
* J. Woodroffe (2024): 2024 Addendum to the 2018 The State of Retread Tires in the United States & Canada. (02/25)

