

MICHELIN®
ADVANTAGE PROGRAM



**HELPS ANY FLEET, ANY SIZE,
IMPROVE THEIR BUSINESS.**



MICHELIN

ADVANTAGE PRICING

CONTROL YOUR COSTS

ONE PRICE

- Special Advantage Program pricing on new MICHELIN® and BFGoodrich® * Truck Tires, MRT Retreads, Oliver® Retreads and Services at home and on the road
 - Consistent Pricing – Pay the same price at all authorized Michelin and BFGoodrich Truck Tire Dealers.
 - Price lists conveniently available on our customer web portal for Advantage Program members to download or print.



MICHELIN®
New Truck
Tires



MICHELIN®
New X One®
Truck Tires



MICHELIN®
and Oliver®
Retreads



BFGoodrich®
New Truck
Tires

- Full Line Program - Competitive Pricing on other MICHELIN Product Lines:



Passenger Car
and
Light Truck Tires



Earthmover
Tires



Compact
Line Tires

- Flexible payment options: Pay for purchases with any VISA, MasterCard or American Express credit or debit card.

* Only at authorized BFGoodrich® Truck Tire Dealers.

ADVANTAGE CARE

MAXIMIZE YOUR PRODUCTIVITY

MICHELIN® ONCALL

- Access to MICHELIN® ONCall emergency road service program – One call. ONCall.
 - Special Advantage Program pricing on new MICHELIN® and BFGoodrich® truck tires, MRT retreads, Oliver® retreads and services.
 - Dispatch fee waived for MICHELIN® Advantage Program (\$29 value).
 - Access to LiveTrack event monitoring for real-time updates.
 - Direct access to diesel technicians, available 24 / 7 for road repair, lockouts, fuel delivery, lights, brake repair and more.*
 - Access to towing, provided by a trusted Michelin partner.*

** Nominal dispatch fee for mechanical and towing services*



MICHELIN® ADVANTAGE CUSTOMER SERVICE

Advantage members have a dedicated customer service team for questions on system access, billing, invoicing, orders and general questions. These agents are your direct link to Michelin and are available Monday - Friday 8:30 a.m. - 5:00 p.m. Eastern Time Zone.

1-888-532-6435



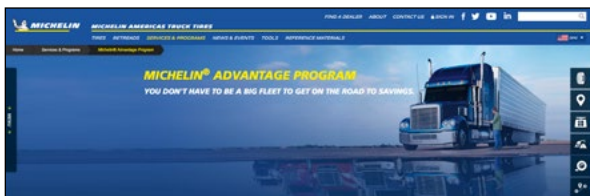
ADVANTAGE ACCESS

IMPROVE YOUR PERFORMANCE

ADVANTAGE MEMBER WEBSITE AND BUSINESS TOOLS

- Check your pricing, order tires, manage your account or view your invoices and purchase history online
- Tap into training, tips, technical documents, maintenance techniques, videos and webcasts
- Receive the MICHELIN® Advantage Program Member e-Newsletter for ongoing tips, promotions and updates
- Check our event calendar to find out where MICHELIN® products and services will be on display

Advantage Member Web Site



e-Newsletters

ADVANTAGE PROGRAM NEWS
APRIL 2019

NEW COMMERCIAL LT TIRE
AVAILABLE IN LT AND C-METRIC SIZES

INTRODUCING THE MICHELIN® AGILIS® CROSSCLIMATE® TIRE FOR YOUR FLEET
Michelin's most durable heavy-duty commercial light truck tire.

LEARN MORE

An all-season Light Truck tire that offers exceptional durability, mileage, and wet braking for high stress commercial applications. If you are driving long miles with heavy loads, towing often, or driving in harsh environments this tire is for you! Enter for a chance to win a set today!

ENTER FOR A CHANCE TO WIN!

DOWNLOAD YOUR COPY TODAY
19TH EDITION TRUCK TIRE DATA BOOK

DOWNLOAD YOUR COPY OF THE LATEST MICHELIN TRUCK TIRE DATA BOOK

- TIRE INFLATION CHARTS
- MOUNTING AND SAFETY INSTRUCTIONS
- TRUCK TIRE INSTRUCTIONS
- MICHELIN COMMERCIAL TIRE PRODUCT SPECS. (STEER, DRIVE AND TRAILER)
- RETREAD PRODUCTS

DOWNLOAD YOUR COPY

Product Announcement



THE MICHELIN® ADVANTAGE PROGRAM



THREE ADVANTAGES ONE PROGRAM

ADVANTAGE PRICING

The MICHELIN® Advantage Program pricing is available at home and on the road, so you can control your tire costs if you are a localized or long haul based operation. Because Michelin knows that you may have more needs other than just truck tires, our Full Line Program will also help in your cost control of other MICHELIN® product lines, such as Passenger Car and Light Truck, Earthmover, Compact Line or Tweel Tires.

ADVANTAGE CARE

Knowledgeable TIA trained technicians will take care of your service needs at any of our over 5,000 authorized truck dealer locations.

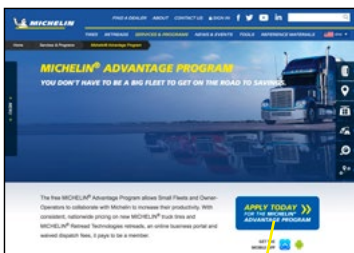
With MICHELIN® ONCall drivers can get roadside assistance all day, every day, no matter where they are. This gets your trucks back up and running, whether it is tires, mechanical, or towing, to ensure that you maximize your productivity.

Access to our MICHELIN® Advantage Customer Service team is available on business days to answer any questions you may have about the Advantage Program including system access, billing, invoicing or orders.

ADVANTAGE ACCESS

As a member of the MICHELIN® Advantage Program, you will receive access to the member website where several online business tools are located to help improve your business performance. You will have the ability to manage your account online, to register and update your credit card(s) on file, check pricing, view invoices or purchase history. You can tap into maintenance tips and techniques with our webcasts, e-newsletters and our member website at MichelinB2B.com to help maintain an efficient operation.

APPLY TODAY. USE TODAY. ENROLLING IS EASY.



Step 1 –

Visit MichelinTruck.com/Advantage
or visit www.BFGoodrichTruckTires.com

Step 2 –

Click on Apply



Step 3 –

Complete the application online
and submit

Step 4 –

Application processed at Michelin.* You'll receive a welcome email once your application is processed. The welcome email will contain your log-in information for the customer portal as well as your Michelin Ship-to and Bill-to numbers, which are your account numbers.

Step 5 –

Once you receive your welcome email be sure to log-in to Michelin B2B.com to register the credit or debit card(s) you'll use for purchases.

For questions on the online application or to check application status call 1-888-532-6435.

* Please allow 2 weeks for application processing.

www.michelintruck.com

MICHELIN NORTH AMERICA, INC., Greenville, South Carolina, USA

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MICHELIN® tires and tubes are subject to a continuous development program.
Michelin North America, Inc. reserves the right to change product specifications at any time without notice or obligations.
An Equal Opportunity Employer

MWP44000 (10/19)