

# TURN BROWSERS INTO BUYERS

Drive more traffic & more sales with the rich website content your customers want.

Michelin's new **Content Syndication Program** makes it easy!



60%  
of tire purchasers browse  
online before buying.

Michelin offers up-to-date,  
expanded Web content that  
engages consumers early.



75%  
of consumers depend  
on dealer websites.

We make it simple for you  
to get this great content  
through our network of  
Digital Agency Partners.



92%  
of consumers buy  
their tires in-store.

Armed with information  
from your website, informed  
consumers are more easily  
converted to purchasers.

## HERE'S WHAT'S AVAILABLE



### Ratings & Reviews

More than 30,000  
moderated, unbiased  
consumer product reviews.



### Product Detail Packs

Rich content – delivered  
in a self-contained pop-up  
window – that keeps  
consumers on your website.



### MAST Tire Kit

Up-to-date photos, features,  
benefits & specs for every  
MICHELIN®, BFGoodrich® and  
Uniroyal® tire in your store.



### Michelin Connect

Your online resource for  
thousands of marketing assets.

Access this content through one  
of our Digital Agency Partners.



# MICHELIN CONTENT SYNDICATION PROGRAM

Fully developed website content — ready for you to activate.  
We make it easy to offer consumers the information they want.

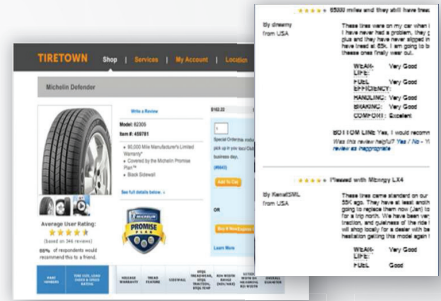


## Get Access To More Than 30,000 Michelin & BFGoodrich Consumer Ratings & Reviews

- Average rating 4.37
- Unbiased & focused on product performances (wear life, fuel efficiency, handling, braking, comfort)
- Fully moderated to ensure qualified reviews

Compatible with all digital platforms (websites, mobile app, social media & in-store digital signage).

Automatically updated. We'll do the work so you don't have to.



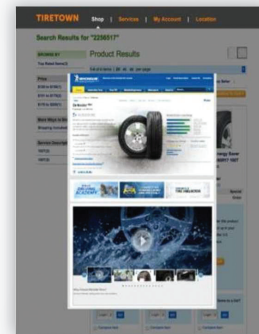
## Enhance Your Website's User Experience With Michelin & BFGoodrich Product Detail Packs

These are self-contained pop-up windows that deliver the relevant information consumers need to make an informed decision about a tire (without leaving your site):

- Features, technologies & benefits
- Videos, CGI animations & tire cutaways
- Ratings & reviews
- Tech specs

Compatible with most digital platforms (websites, social media & in-store digital signage).

Automatically updated. A simple and effective way to keep your website fresh.



## We Created The MAST Tire Kit To Do It For You

Let us automate, so you don't have to manually update your MAST (MICHELIN®, BFGoodrich® & Uniroyal®) tire data:

- Hero picture
- Positioning statements
- Features & benefits
- Tech specs table

Deploy your resources to more pressing business needs.

Never lose another sale because your website says you don't carry "that" size when everyone else does.



## All Michelin Content Is Now Available On Michelin Connect

Michelin Connect offers a variety of assets & tools to optimize your marketing efforts:

- Improved asset search capabilities + new ad-builder
- Preapproved semi-finished assets
- New templates: digital & print
- Bulk download via FTP available for faster transfer of files to your computer



Access this content through one of our Digital Agency Partners.

