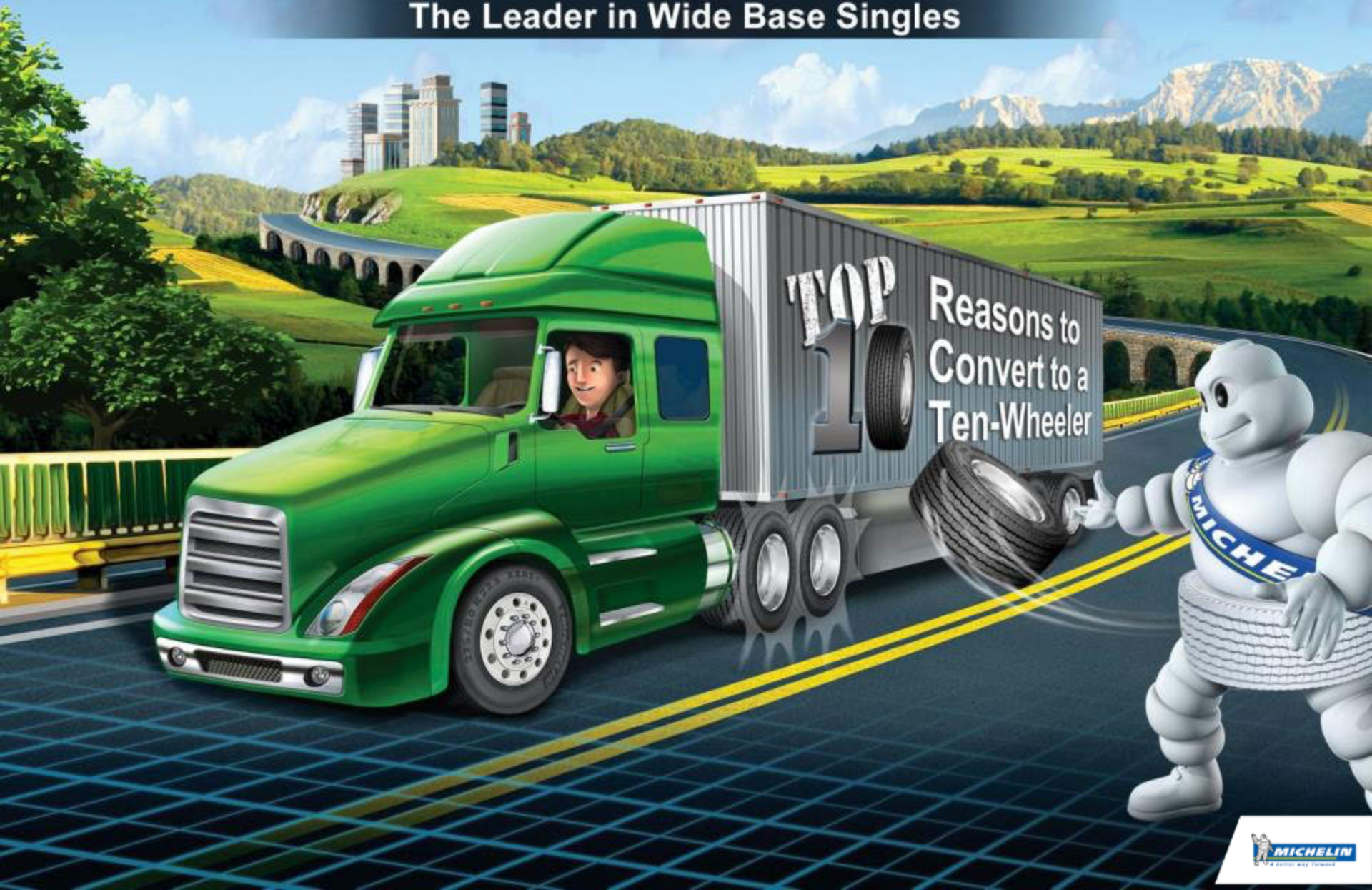


MICHELIN® X One® Tires

The Leader in Wide Base Singles



MICHELIN® X One® Tires

Proof That



**THE RIGHT TIRE
CHANGES EVERYTHING™**

The Next Generation
Wide Base Single
Innovator since 2000

MICHELIN® X One® Technology with
Over **38** Patents

Since 2000 MICHELIN® X One® *Tires Have...*

Accumulated **Billions of Miles** of real-world experience

In **Hundreds** of fleets

Experienced by **Thousands** of truck drivers

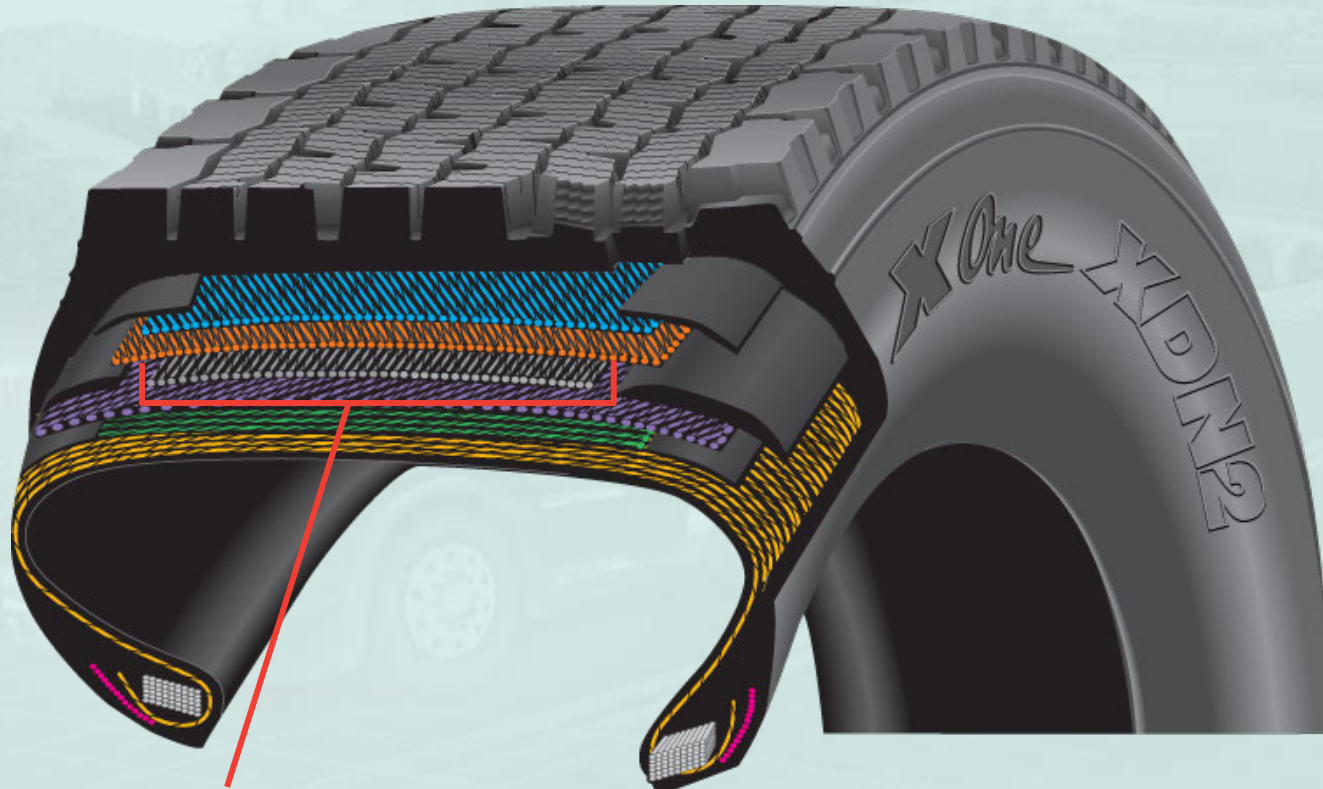
Saved **150 Million Gallons** of fuel (and counting)

Provided for **Several Million Tons** of added freight

Eliminated the need for **Hundreds of Thousands**
of pressure checks and rotations

Patented Infini-Coil™ Technology

The MICHELIN® X One® Casing Architecture introduced the first zero degree circumferential belt in a production truck tire: the Infini-Coil™ Technology



Infini-Coil™ Technology

¼ mile of steel cable helps eliminate casing growth and maintain a consistent footprint for even wear

15 Years Of X One[®] Tire Innovation

MICHELIN[®]
X ONE[®] XDA[®]

MICHELIN[®]
X ONE[®] XTA[®]

MICHELIN[®]
X ONE[®] XZY3[®]

MICHELIN[®]
X ONE[®] XDN2[®]

MICHELIN[®]
X ONE[®] LINE[™]
ENERGY T

MICHELIN[®]
X ONE[®] MULTI[™]
ENERGY T



2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015

MICHELIN[®]
X ONE[®] XDA-HT[®]

MICHELIN[®]
X ONE[®] XTE[®]

MICHELIN[®]
X ONE[®] XZU[®]S

MICHELIN[®]
X ONE[®]
XDA[®] ENERGY

MICHELIN[®]
X ONE[®] LINE[™]
ENERGY D



13 Years Of X One® Retread Innovation

MICHELIN®
X ONE® XDA®
Pre-Mold™ Retread



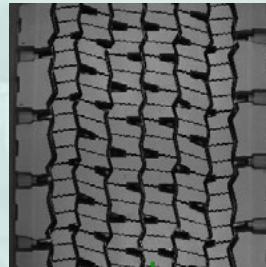
MICHELIN®
X ONE® XTE®
Pre-Mold™ Retread



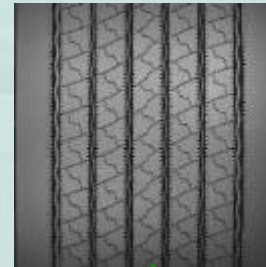
MICHELIN®
X ONE® XZU®S
Pre-Mold™ Retread



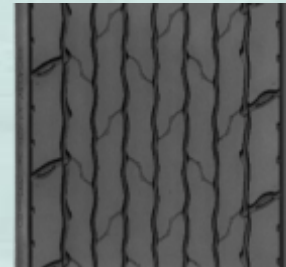
MICHELIN®
X ONE® XDN2®
Pre-Mold™ Retread



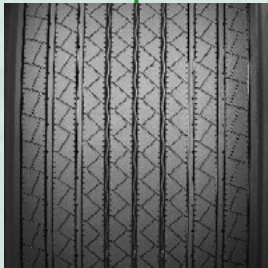
MICHELIN®
X ONE®
LINE™ ENERGY T
Pre-Mold™ Retread



MICHELIN®
X ONE® XZU®S +
Pre-Mold™ Retread



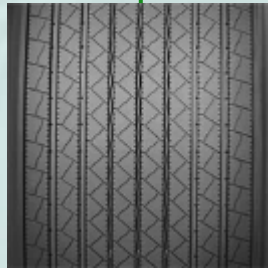
2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016



MICHELIN®
X ONE® XTA®
Pre-Mold™ Retread



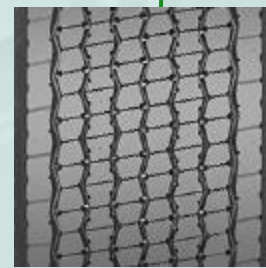
MICHELIN®
X ONE® XDA-HT®
Pre-Mold™ Retread



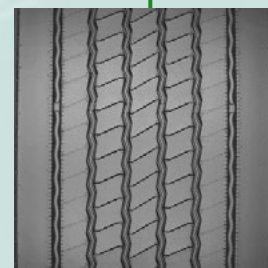
MICHELIN®
X ONE® XTE®
Custom Mold™
Retread



MICHELIN®
X ONE® XTA®
Custom Mold™
Retread



MICHELIN®
X ONE® LINE™
ENERGY D
Pre-Mold™ Retread



MICHELIN®
X ONE® MULTI™
ENERGY T
Pre-Mold™ Retread

Wide Base Single Tires

Industry Leader

MICHELIN® X One® Tire
*Recognized With Product
Line Award*

FROST & SULLIVAN

2011

BEST
PRACTICES
AWARD

NORTH AMERICAN WIDE-BASED TRUCK TIRES
PRODUCT LINE STRATEGY AWARD



MICHELIN® X One® Tire

Easy to Make the Switch from Duals

Whether Low Pro or Standard 22.5"

or Low Pro 24.5"



Sized to
replace a set of duals with
NO gearing change
required

Note: Conversions from 11R24.5 may require gearing change.

The MICHELIN® X One® Product Lineup



Line Haul

MICHELIN® X ONE LINE™ ENERGY D



MICHELIN® X ONE® XDN2®

MICHELIN® X ONE® LINE™ ENERGY T



Regional

MICHELIN® X ONE® XDN2®



MICHELIN® X ONE® MULTI™ ENERGY T



On/Off Road



MICHELIN® X ONE® XZY®3



Urban



MICHELIN® X ONE® XZU®5

So, Why Should You Convert to a Ten-Wheeler?



The MICHELIN® X One® Tires Can Give You



GOOD REASONS

Top Ten Reasons *To Convert to a Ten-Wheeler*

#1

Save Fuel



#6

Every Application



#2

More Payload



#7

Increase Productivity



#3

Improve Stability



#8

Meet Regulations



#4

Maximize Uptime



#9

Go "Green"



#5

Great Retreadability



#10

Satisfaction Guaranteed



#1

Save Fuel



TOP
1

Up to 10% in Fuel Savings

MICHELIN® X One® Tires can help lower your fuel bill by **Up to 10%***

Two Sidewalls instead of **Four**

+ Advanced Tread and Casing Technology

= **Up to 30%** Rolling Resistance Reduction*

*U.S. Department of Energy study; as compared to duals.



Where Does Your Fuel Go?

Tires are **1/3** of vehicles fuel usage or approximately **2 mpg**



Aerodynamic Drag

At 65 mph, aerodynamic drag consumes approximately **40%** of the fuel

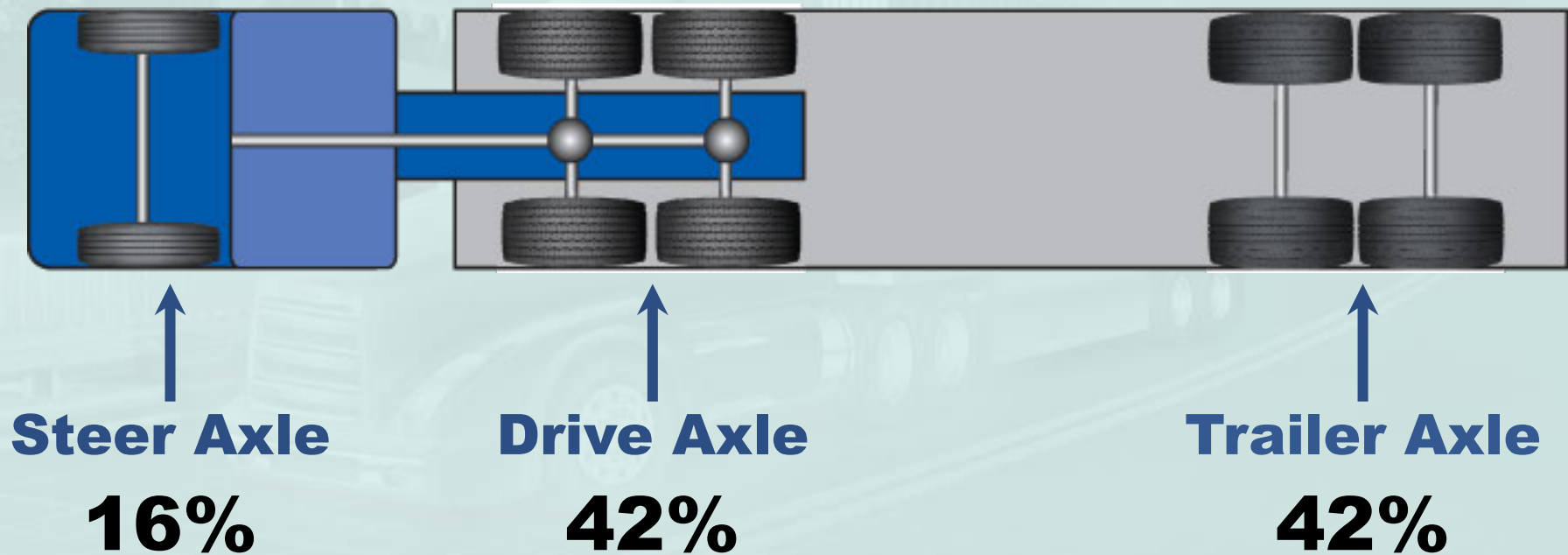
Mechanical Loses

Mechanical loses consume approximately **25%** of the fuel

Rolling Resistance

Rolling resistance accounts for approximately **35%** of the fuel consumed

Rolling Resistance Contribution by Axle

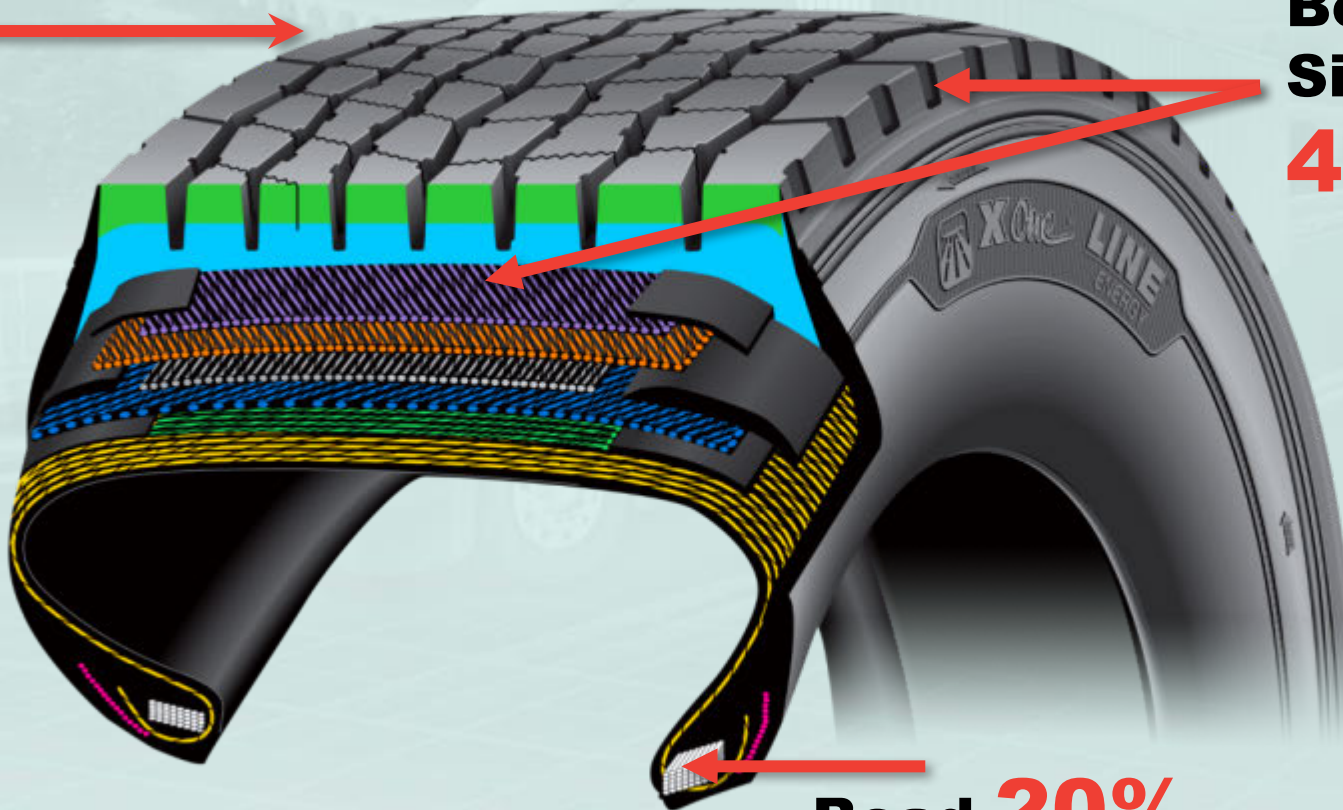


Rolling Resistance Contributions Vary within Different Parts of the Tire

Tread Rubber 40%

Belts and Sidewall 40%

Bead 20%

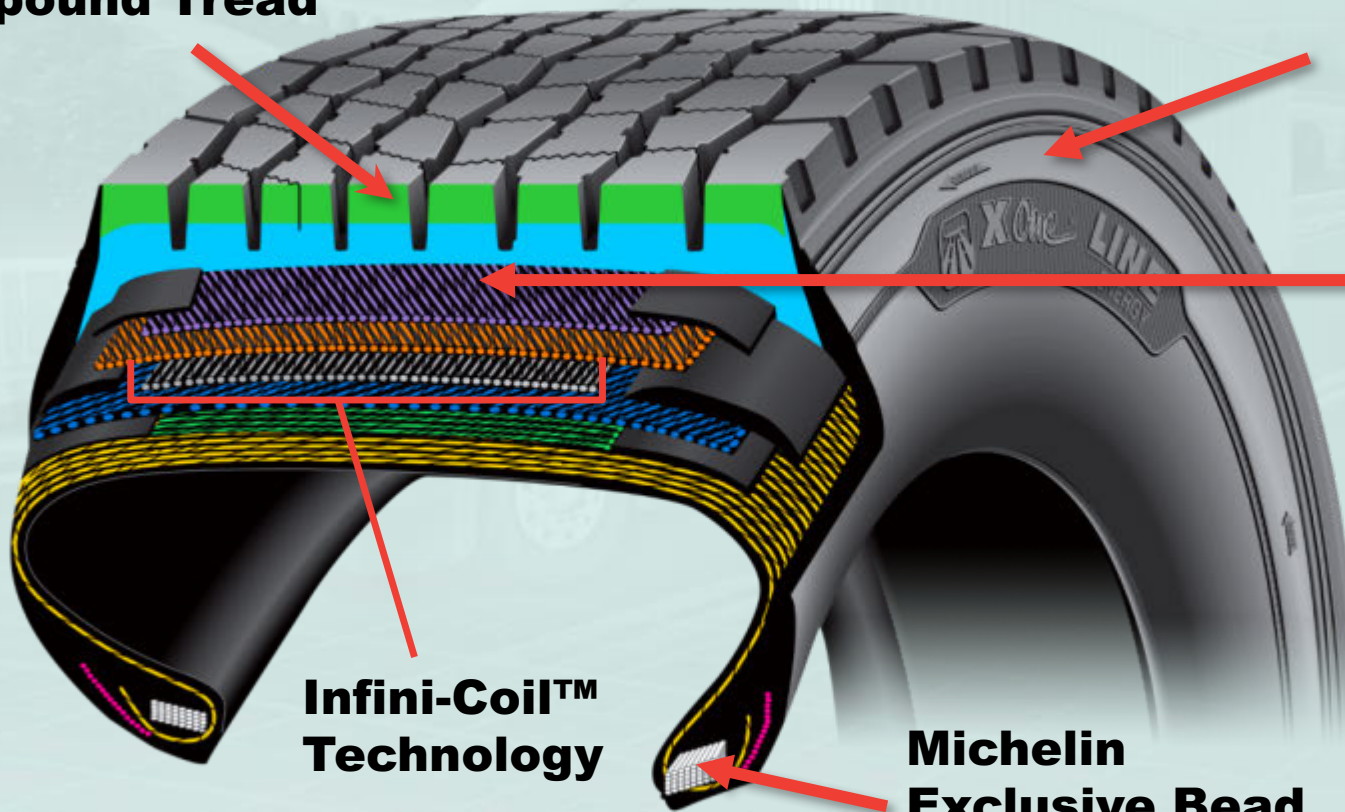


The MICHELIN® X One® Tire

Is Maximized in Every Way for Fuel Efficiency

**Dual Energy
Compound Tread**

**Only Two
Side Walls
Flexing**



**Belt
Package**

**Infini-Coil™
Technology**

**Michelin
Exclusive Bead
Bundle**



4-Year Department of Energy Study



*The More You Haul,
The More You **Save***

The DOE verified that wide single tires, like The MICHELIN[®] X One[®] Tires, are more fuel-efficient than duals on heavy trucks, saving **6%** overall and **10%** with a **fully loaded tractor trailer**

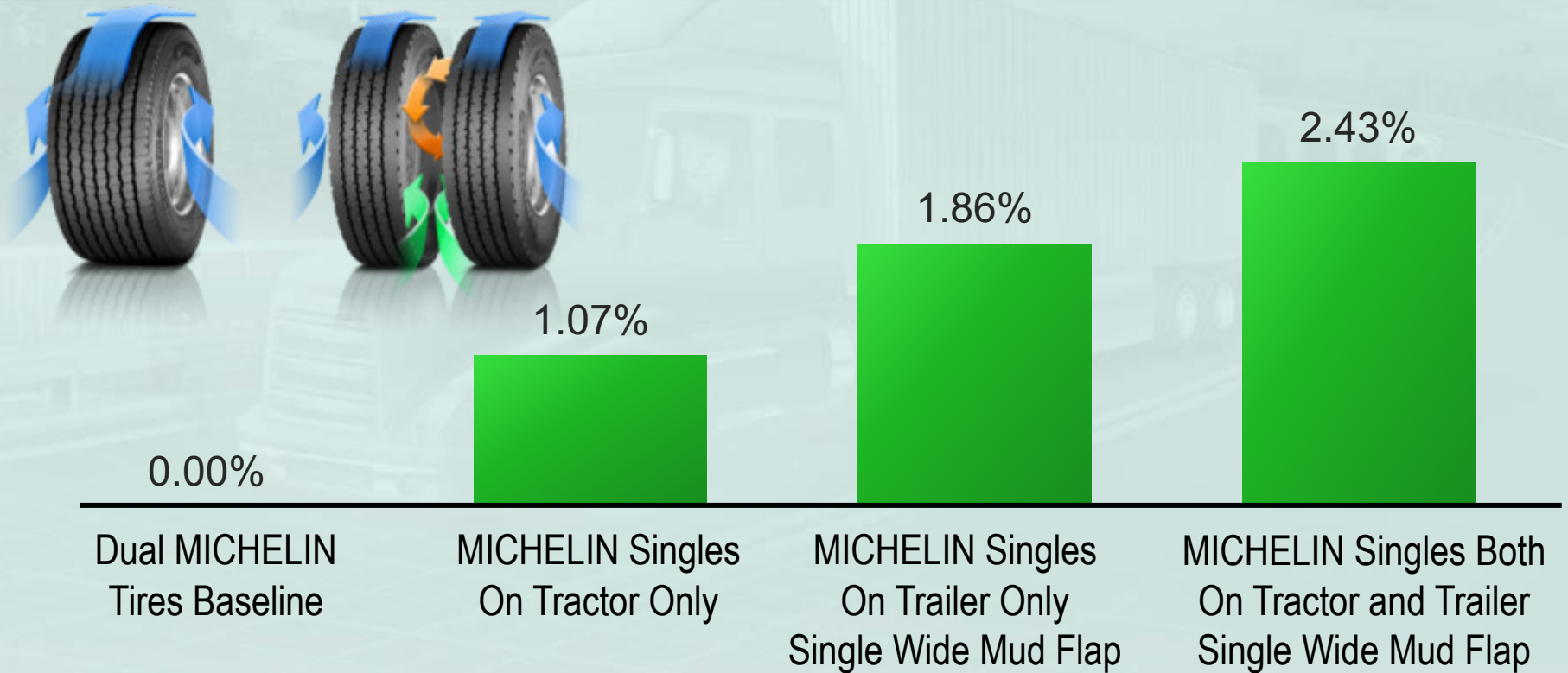
The four-year study was sponsored by the U.S. Department of Energy's Vehicle Technologies Program, and conducted by Oak Ridge National Laboratory.



MICHELIN® X One® Tires

Also Impact Aerodynamics

MICHELIN® X One® Aerodynamic Drag Reduction Effect



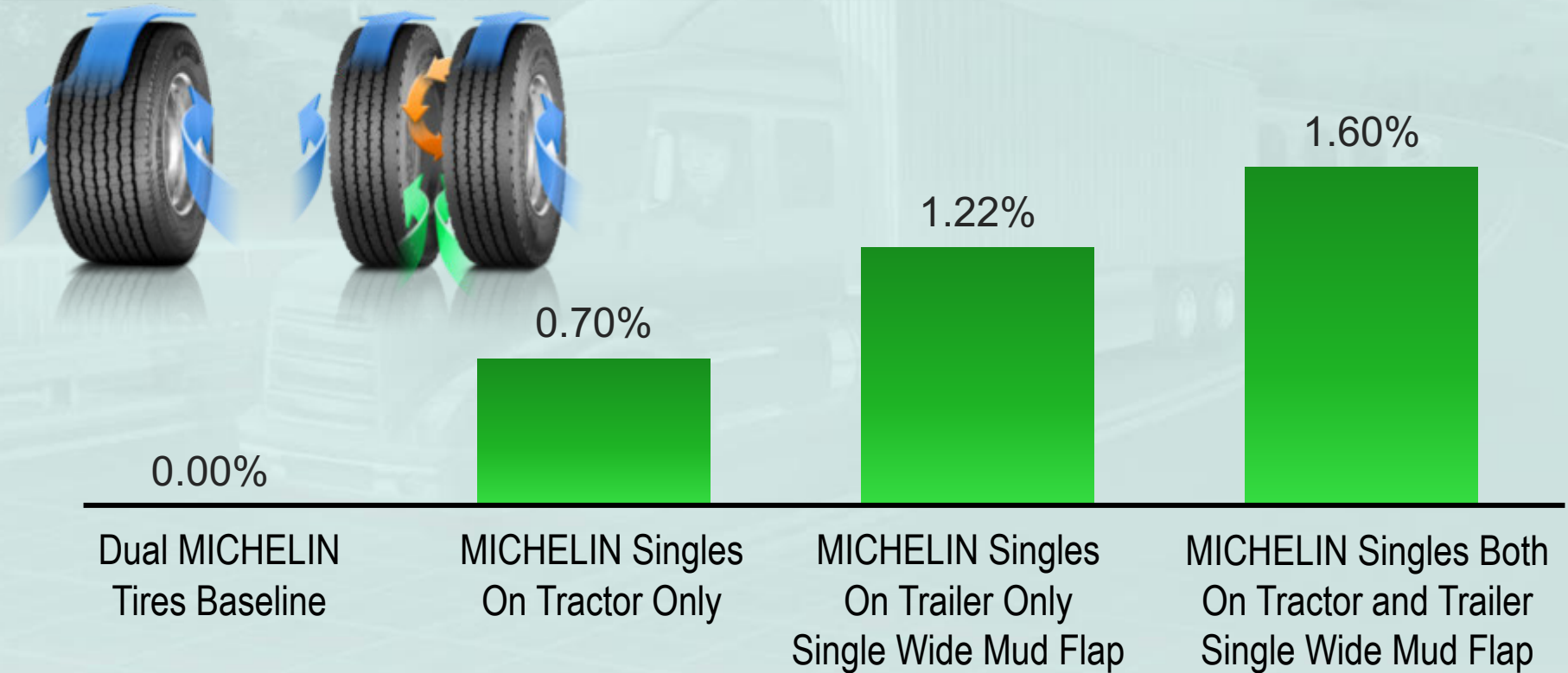
Laurens Proving Grounds T9 Test 7/19/2011 – 7/20/2011
Reduction in Aerodynamic Drag - %
Test performed by SmartTruck / BMI.



Aerodynamic Drag Reduction

Impacts Fuel Efficiency

Increase in MPG due to MICHELIN[®] X One[®] Aerodynamic Drag Reduction Effect



Laurens Proving Grounds T9 Test 7/19/2011 – 7/20/2011
Increase in MPG due to Aerodynamic Drag Reduction – %
Test performed by SmartTruck / BMI.



How Much Fuel Would You Save With MICHELIN® X One® Tires?

Visit Our
Fuel and
Mileage
Calculator!



FUEL AND MILEAGE CALCULATOR

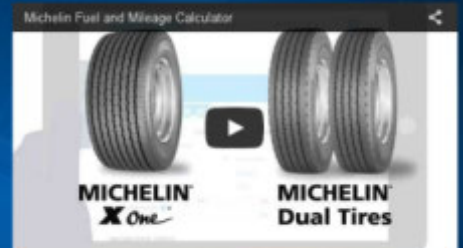
SEE THE MICHELIN® TRUCK TIRE DIFFERENCE

There are many factors to consider when selecting the right tire. Fuel economy. Tire run-out miles. Lifecycle. And more. Use our fuel and mileage calculator to calculate potential savings to your bottom line by using MICHELIN® tires.

[VIEW SAVED SCENARIOS](#)

COMPANY NAME:

[GET STARTED](#)



#2

More Payload



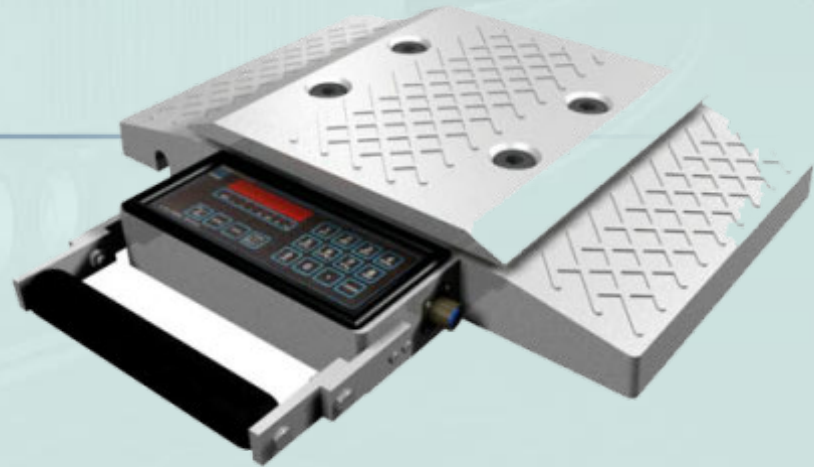
TOP
1

Tires Contribute to the Weight of a Vehicle

Heavier trucks require more fuel to accelerate and climb

Any added weight reduces the amount of cargo that can be hauled

*Every 10% drop in truck weight reduces fuel use between 5-10%**



* Source: "Fuel Economy 101" by Fleet Owner



Weight Savings with MICHELIN® X One® Tires

*On the Drive and Trailer Axles, a Truck Can
Carry a Range of 700 to 1,300 Pounds More**



Weight

Greater **Payload**

Greater **Freight**

Efficiency

*Figures are approximations and are based on converting drive and trailer tires from duals to X One® tires



With MICHELIN® X One® Tires

How Much More Money Would You Make?

Example: Hauling Diesel Fuel

1 gallon of diesel	7.05 lbs.
Revenue to haul diesel	\$0.09 per gallon*
MICHELIN® X One® weight savings	716.00 lbs. per truck
Potential extra load per trip	101.56 gallons
Additional revenue per trip	9.14
Trips per week	7
Additional revenue per week	\$63.98
Weeks per year	52
Additional revenue per year	\$3,327.11 per truck



**Estimated. Actual amount may vary. Please see next slide to input your actual figures.*



With MICHELIN® X One® Tires

How Much Could that Mean to Your Operation?

If you were hauling corn syrup at 11.82 lbs. per gallon, earning an average of \$.09 per gallon, you'd make almost \$2,000 more per truck per year

Hauling another commodity? Let's change the input values in the **blue cells** to estimate your additional revenue.

Pounds per Gallon	\$ 11.82	lbs.
Revenue per Gallon	\$ 0.09	Per Gallon
X One Tire Total Weight Savings	716.00	lbs. per truck
Potential Extra Load Per Trip	60.58	Gallons
Additional Revenue per Trip	\$ 5.45	
Trips per Week	7	
Additional Revenue per Week	\$ 38.16	
Weeks per Year	52	
Additional Revenue per Year	\$ 1,984.45	per truck



Let's Be More Specific

Our Weight Savings Calculator Can Help!

WEIGHT SAVINGS CALCULATOR

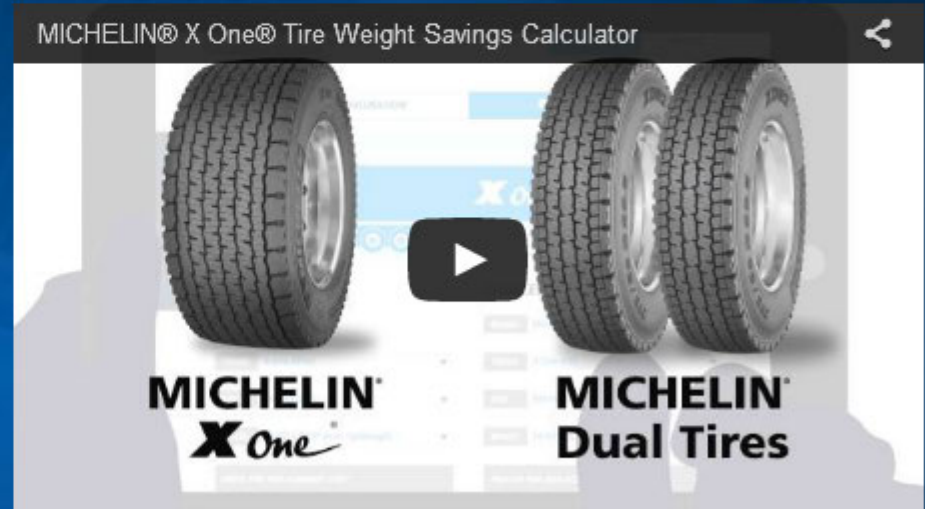
SEE THE MICHELIN® X ONE® DIFFERENCE

Want to see how much more payload you can haul by switching to MICHELIN® X One® tires? Use our weight savings calculator to calculate your potential weight savings and estimate additional revenue from hauling more payload.

[VIEW SAVED SCENARIOS](#)

COMPANY NAME:

[GET STARTED](#)



#3

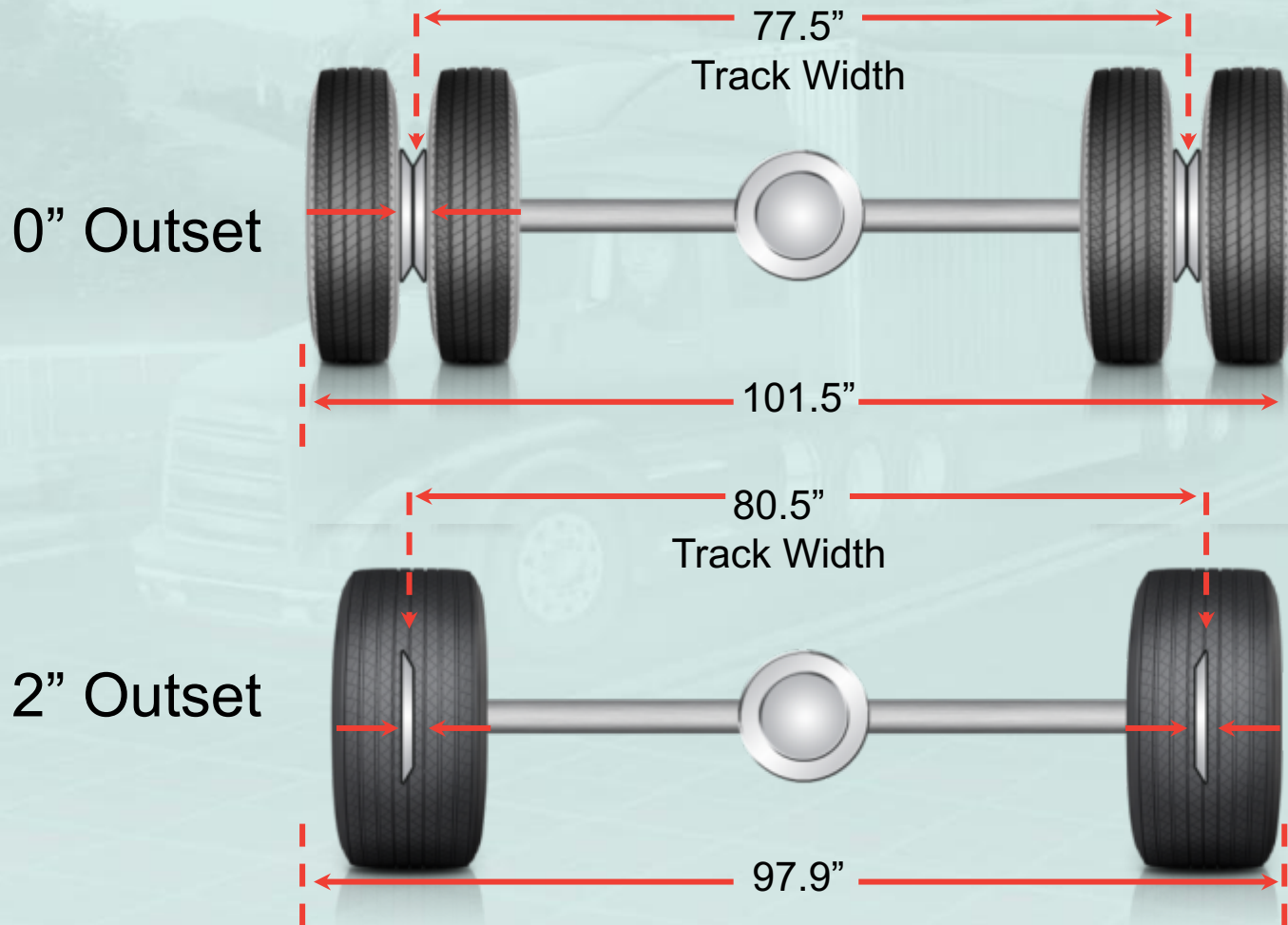
Improve Stability



TOP
1

Excellent Handling

With MICHELIN® X One® tires, the vehicle track width is extended, which helps **improve stability**



Note: Image of Trailer Tire Configuration.



Great Traction

Look At The MICHELIN X[®] One[®] Footprint

***A big footprint
means **great**
traction & improved
stability***

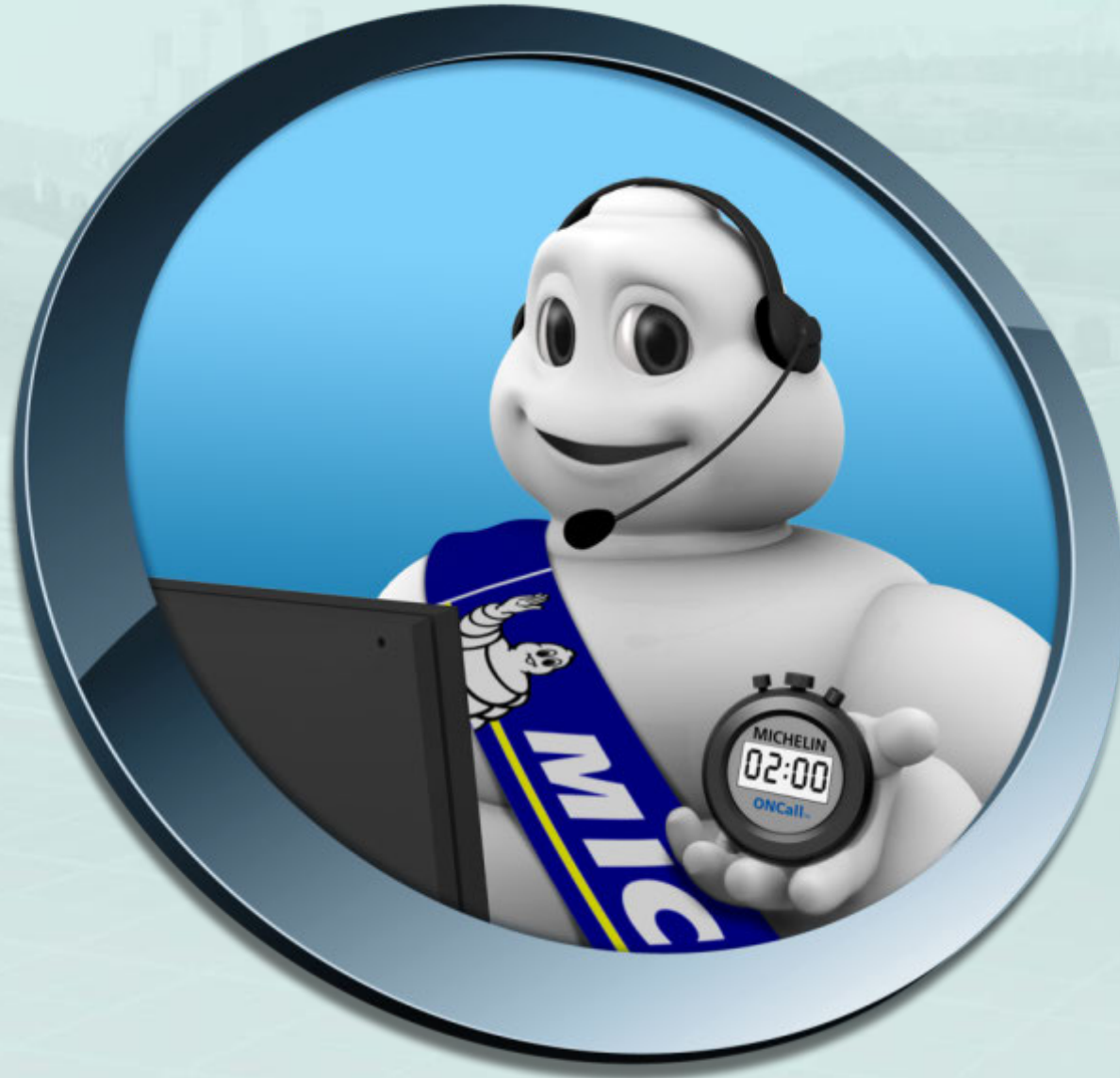


MICHELIN[®] X ONE™ XDA[®] ENERGY Footprint



#4

Maximize Uptime



TOP
1

Easier Pressure Maintenance *Leads to Fewer Flats on the Road*

Two Duals vs.
MICHELIN® X One® Tire



Operating a Tractor or Trailer on a Flat or Under Inflated Tire is **ILLEGAL** Whether It's a **Wide Base Single or Dual**

All tire-related breakdowns need to be addressed with roadside service to respect existing laws and regulations

Otherwise, fleets run the risk of having a vehicle placed out of service, a fine and a poor CSA rating



The screenshot shows the FMCSA website interface. At the top left is the FMCSA logo (Federal Motor Carrier Safety Administration). To the right is a search bar with a magnifying glass icon. Below the logo is the CSA logo (Compliance + Safety + Enforcement). To the right of the CSA logo is the slogan "Get Road Smart." Below these are navigation links: HOME, ABOUT CSA, YOUR ROLE, HELP CENTER, FAQs, WHAT'S NEW, and SMS RESULTS. The main content area features a large image of a woman in a yellow safety vest standing next to a red semi-truck. A blue callout box on the left of the image contains the text: "Safety + Compliance = Safer Roads for Everyone", "Get Road Smart by reviewing motor carrier safety records and the new SMS display changes.", and "Visit SMS for public motor carrier safety data" with a right-pointing arrow icon. At the bottom of the screenshot, a white text box contains the following text: "CSA is FMCSA's safety compliance and enforcement program. FMCSA is promoting safety compliance to help keep our Nation's roadways safer for everyone. Lives—and livelihoods—depend on it."



MICHELIN® ONCall™ Emergency Road Service

Roll Time Target: Less than **2** hours

Free Dispatch Fee on MICHELIN® X One® Events

Available in almost 2,000 Points of Sale Nationwide

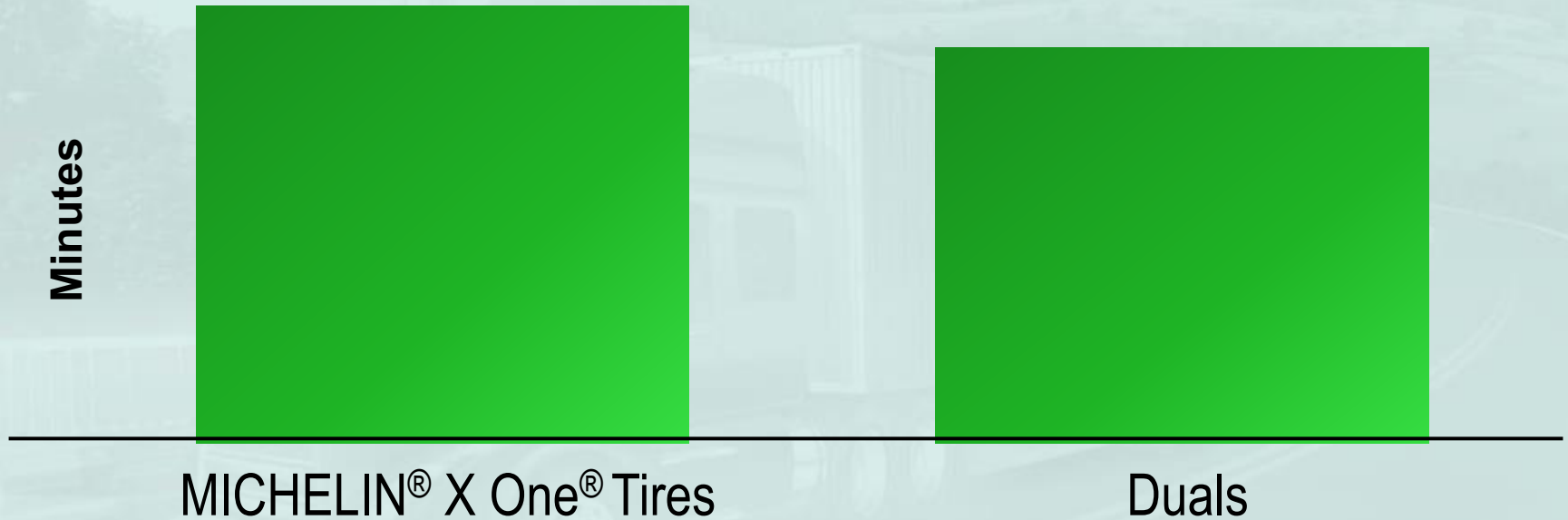
1-800-TIRE-911

1-800-847-3911



MICHELIN® X One® ERS Events *Have Comparable Roll Times to Duals*

Average Downtime in Minutes



Difference is Less than 15 Minutes

Source: Avg. Downtime Metrics from MICHELIN® ONCall™



#5

Get Great Retreadability



TOP
1



MICHELIN® X One® Tire

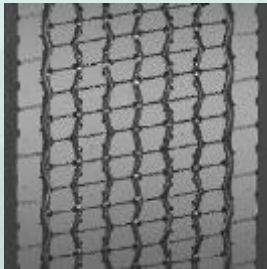
Most Retreaded Wide Single Tire



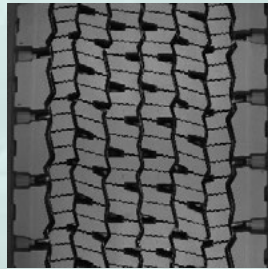
13 years
retreading

All

MRT
shops
retread
MICHELIN®
X One®
Casings



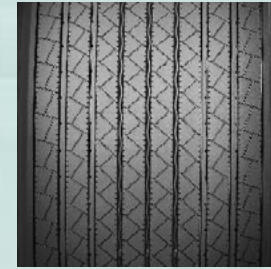
MICHELIN®
X ONE® LINE™
ENERGY D
Pre-Mold™ Retread



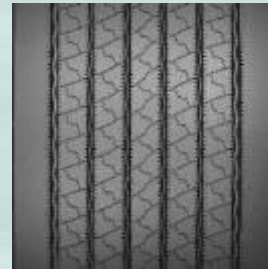
MICHELIN®
X ONE® XDN2®
Pre-Mold™ Retread



MICHELIN®
X ONE® XDA-HT®
Pre-Mold™ Retread



MICHELIN®
X ONE® XTA®
Custom-Mold™ Retread



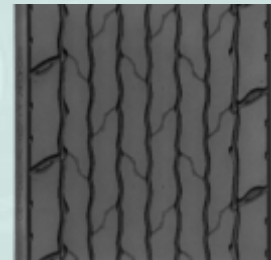
MICHELIN®
X ONE® LINE™
ENERGY T
Pre-Mold™ Retread



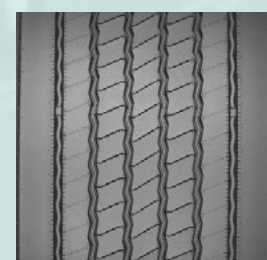
MICHELIN®
X ONE® XTE®
Custom-Mold™ Retread



MICHELIN®
X ONE® XZU®S
Pre-Mold™ Retread



MICHELIN®
X ONE® XZU S+
Pre-Mold™ Retread



MICHELIN®
X ONE® MULTI™
ENERGY T
Pre-Mold™ Retread



Retreadability of MICHELIN® X One® Casing

***Infini-Coil Technology™ Ensures
Zero Casing Growth and Better
Crown Endurance***

Extended Casing Warranty

Warranted at 100% for 70 weeks when retread via the Michelin Retread Technologies franchise network.



 **RETREAD TECHNOLOGIES**

**Michelin Retread Technologies, Inc.
National Limited Warranty
and Enhanced MICHELIN® X One® Casing Warranty**



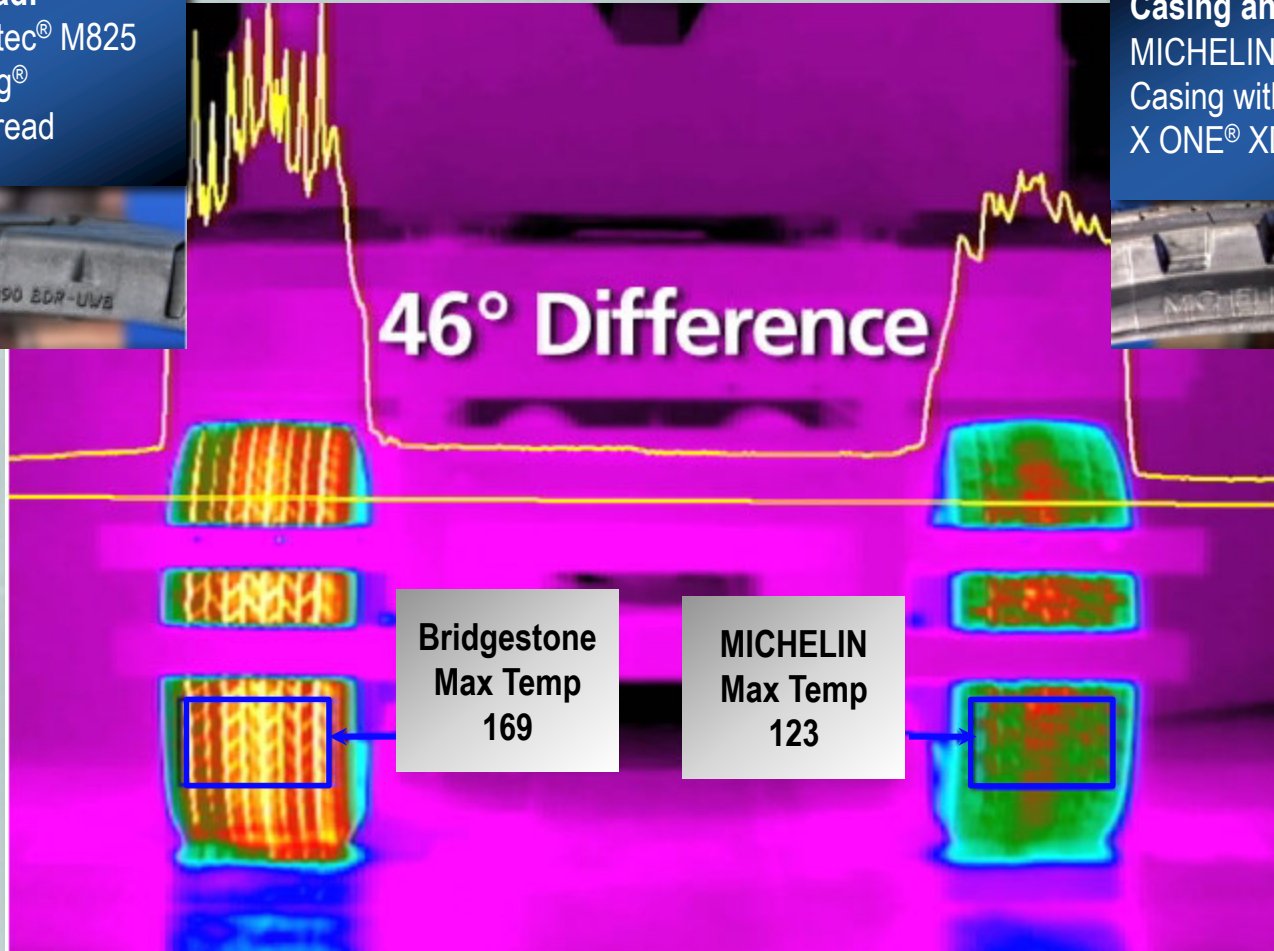
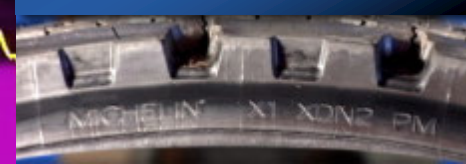
MICHELIN® X One® is a Cooler Tread

Thermal Camera Demonstration

Casing and Retread:
Bridgestone® Greatec® M825
Casing with Bandag®
BDR-UWB390 Retread

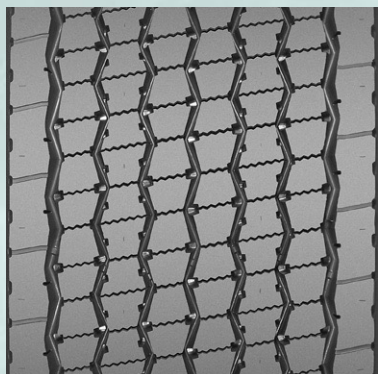


Casing and Retread:
MICHELIN® X ONE® XDN®2
Casing with MICHELIN®
X ONE® XDN®2 Retread

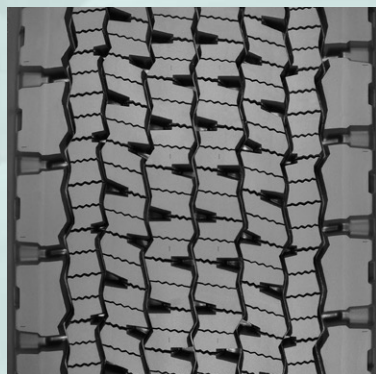


Casing Guarantee

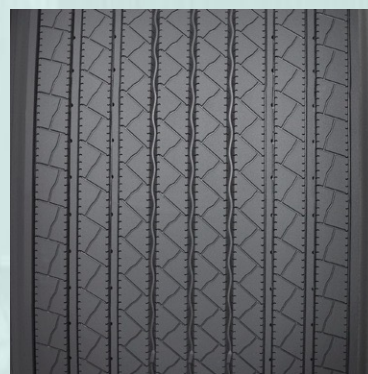
MICHELIN[®]
ON
MICHELIN[®] = 1 + 1⁽¹⁾



OR



+



OR



MICHELIN[®]
X ONE[®] LINE[™]
ENERGY D
Pre-Mold[™] Retread

MICHELIN[®]
X ONE[®] XDN[®]2
Pre-Mold[™] Retread

MICHELIN[®]
X ONE[®] XTA[®]
Pre-Mold[™] Retread

MICHELIN[®]
X ONE[®] XTE[®]
Pre-Mold[™] Retread

Any MICHELIN[®] X ONE[®] XDN[®]2 Pre-Mold[™] Retread or MICHELIN[®] X ONE[®] LINE[™] ENERGY D Pre-Mold[™] Retread cured on any MICHELIN[®] X ONE[®] original⁽²⁾ casing by an authorized Michelin Retread Technologies Dealer is guaranteed for a second retread within 3 years of original (1st) Retread DOT Date. The MICHELIN[®] ON MICHELIN[®] second retread guarantee is limited to a MICHELIN[®] X ONE[®] XTA[®] or a MICHELIN[®] X ONE[®] XTE[®] retread for a trailer application. A \$100.00 casing credit will be issued if the casing is not retreadable a 2nd time due to workmanship and materials⁽³⁾ per above specifications. The MICHELIN[®] ON MICHELIN[®] X ONE[®] XDN[®]2 Pre-Mold[™] or MICHELIN[®] X ONE[®] LINE[™] ENERGY D Retread Casing Guarantee is limited to 7 years from the casing's date of manufacture.

(1) Michelin reserves the right to modify or discontinue this program at any time for any reason without prior notice.

(2) Casing has not been through a retread process before.

(3) See Michelin Retread Technologies, Inc. National Limited Warranty for details.



Mileage Guarantee

MICHELIN
ON
MICHELIN

**30% MORE
MILEAGE
GUARANTEED***

MICHELIN® ON MICHELIN®

X ONE® XDN®2 Pre-Mold™ Retread Guarantee

***Terms and Conditions:**

Valid only for MICHELIN® X ONE® XDN®2 Pre-Mold™ Retreads on MICHELIN® X ONE® Casings purchased before December 31, 2012. Applicable to a maximum of 20 retreads per ship-to location/customer. Valid for line haul applications only. Trucks must travel a minimum of 100,000 miles a year. You must assign a minimum of two similar trucks, operating in similar environments to the mileage challenge. Guarantee based on comparison between the wide base competitor baseline retread and the MICHELIN® X ONE® XDN®2 Pre-Mold™ Retread; proof of purchase with date and purchase price necessary for both the competitor baseline retread and the MICHELIN® X ONE® XDN®2 Pre-Mold™ Retread; claim must sufficiently document Removal Mileage (Off Mileage – On Mileage) and tread depth of the wide base competitor baseline retread and the MICHELIN® X ONE® XDN®2 Pre-Mold™ Retread. Guarantee will pay in the form of a credit for twice the difference of the purchase price between the wide base competitor baseline retread and the MICHELIN® X ONE® XDN®2 Pre-Mold™ Retread. Credit will be issued and all documentation must be validated by a Michelin Sales Representative. All MICHELIN® Limited Warranty exclusions still apply. See warranty for details. Michelin reserves the right to modify or discontinue this program at any time for any reason without prior notice. All claims must be made by December 31, 2015. See your local Michelin Retread Technologies dealer, or your sales representative for more details.



#6

Tires and Retreads for Every Application



TOP
1



Every Application

Michelin is the only tire manufacturer to offer wide base single tires and retreads for **every application**

» Line Haul



» Regional



» Urban



» On/Off Road



» Off Road



» Coach



#7

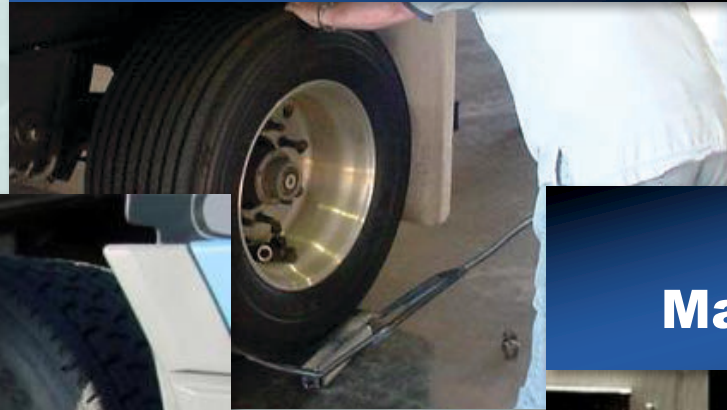
Increased Productivity



TOP
1 

How The MICHELIN® X One® Tires *Save Time*

**Easier and Quicker
Tire Mounting**



**Easier to
Maneuver a Dolly**



**Easier and Quicker
Pressure Maintenance**



Longer Brake Life

Due to the 1 or 2 inch outset of the wheel that goes with MICHELIN® X One® tires, more brake drum is exposed, which provides greater flow around the drum

*Allows the brakes to **run cooler***

*Fleets have reported **longer brake life***



Long Brake Life Adds to the Savings with MICHELIN® X One® Tires!



Recycling & Trash Removal Services

“We have been running the X-Ones since 2007. Since that time we have seen a 6% savings in fuel for the Roll Offs with the X Ones and a 3-4% savings in fuel for the Commercial division. **Brake lining life** for the X-One Roll Offs has **increased 32%** which equates to a **savings of \$1,540.00** per year per truck and the **Commercial trucks** have **increased the life 20%** which **saves \$1,475.00** per truck per year.”

Jamie M. Woodard

Division Maintenance Manager, AAA Recycle and Trash Republic Services



#8

Meet Regulations



TOP
1



How MICHELIN® X One® Tires Affect CO₂/Ton-Mile

Energy Efficiency Without Compromise

MICHELIN® X One® tires offer superior fuel efficiency without compromising other tire performances

They have been verified by the Environmental Protection Agency's (EPA) SmartWay® program and meet California's CARB requirements



Energy Efficiency Examples

EXAMPLE: *Raised Roof Sleeper w/Trailer*

Figures are for illustration only



2012 Baseline = 100 gCO₂/ton-mile

Below are the **ONLY** inputs to meet Standards:

Aerodynamic (features with lower Cd)

7 gCO₂/ton-mile

Low RR tires (lower drive and steer Crr)

4 gCO₂/ton-mile

Idle Reduction Timer (shuts down after 5 min)

5 gCO₂/ton-mile

Reduced Weight (wide single tires)

1 gCO₂/ton-mile

Speed Limiter

3 gCO₂/ton-mile

New 2014 standard target = 90 gCO₂/ton-mile

MICHELIN® X One® impact

Source: Volvo Mack 2010 ATA Panel



SmartWay® Verification

CARB Compliance



The fuel saving and emission reducing benefits of our MICHELIN® X One® low rolling resistance tires have been **verified by** the Environmental Protection Agency's (EPA) SmartWay® program and meet California's CARB requirements

Energy Efficiency Without Compromise



MICHELIN®
X ONE® LINE™
ENERGY D



MICHELIN®
X ONE® XDN2®



MICHELIN®
X ONE® MULTI™
ENERGY T



MICHELIN®
X ONE® LINE™
ENERGY T



#9

Go "Green"



TOP
1



Emission Reduction Potential

Fitting MICHELIN® X One® Tires on 1,000 Tractor/Trailers Can Lead to Annual Savings



**1.7 Million
Gallons of Fuel
per Year***



**17,000 Metric Tons
of CO₂ per Year***



**The Equivalent of Removing
3,400 Cars from the Road**

* Comparison of MICHELIN® X One® Line™ Energy D and X One® X Line™ Energy T tires on the drive and trailer axles vs. MICHELIN® XDN®2 and XT-1® tires at the Michelin Fuel & Mileage Calculator.



Oil Savings in Tire Production with MICHELIN® X One® Tires

Average savings of **7** gallons* per wheel end or **1.3** barrels of oil per tractor trailer



*Oil content will vary from tire to tire depending on the materials used, tread depth, tire weight, etc.



MICHELIN[®]
X One[®]
Go **WIDE**
Save **Green**

We continue to explore
how MICHELIN[®] X One[®]
tires fit with new
“green” technologies...



Alignment with Natural Gas

MICHELIN® X One® Tires Align Well with Natural Gas Vehicles

Cost Efficiency

Low Rolling Resistance Leadership

Lowest Total Cost of Ownership

Positive Residual Value Impact of MICHELIN® Brand

Sustainability

Emission Reduction

Longevity

Retreadability, Multiple Tire Lives



#10

Satisfaction Guaranteed



TOP
1 

Guarantees and Warranty

MICHELIN® X One® TIRE

Total Satisfaction Guarantee

We are so confident that our new MICHELIN® X One® tires will deliver on their promise of fuel savings and weight savings that we'll guarantee two most important aspects of ownership:

Total Driver Satisfaction.

If you driven are not totally satisfied with the traction MICHELIN® X One® tires during the first 60 days of use (road test period), for the original value of the tire and 10 per assembly to cover the dealer service work required.

Total Owner Satisfaction.

If you are not totally satisfied with the bottom line of a X One® tire in terms of mileage, retreadability, weight after the original tread life of the tire, we will buy it back for 75% of its original value.

Program guidelines and exclusions:

- This program is effective beginning January 1, 2012 until Dec 31, 2012.
- Offer applies to tires purchased between January 1, 2012 until Dec 31, 2012 (date) before December 31, 2012.
- Offer applies to a maximum of 10 sets of MICHELIN® X One® tires.
- Warranty must be signed by a MICHELIN representative prior to date of delivery or proof of purchase is required.
- All return requests must be made to the terms of the program are authorized MICHELIN dealer or directly through a MICHELIN® MICHELIN® will pay \$10 per MICHELIN® X One® tire assembly (not covered as outlined above), the credit (minus a 10% authorized).
- All claims under the terms of this program must be made by 1 of the tires.
- Replacement of original tire and wheel or re-purchase of it via credit option.
- Tires rendered unusable due to abuse, misuse or road use.
- All MICHELIN® Limited Warranty exclusions will apply. See tire MICHELIN® website for the full terms and conditions of this program for any reason without prior notice.

MICHELIN® X One® TIRE

Total Satisfaction Guarantee

Secondary Market

Our MICHELIN® X One® tires will deliver on their promise of fuel we'll extend a 60-day to 150-day guarantee towards your total you purchase a truck with used MICHELIN® X One® tires on it.

After 150 days of ownership of a truck equipped with used (not totally satisfied with the performance of the tire structure).

If MICHELIN dealer (www.michelin.com) to find nearest dealer).

• Satisfaction Guarantee" dated and signed.

• MICHELIN® X One® tire-equipped truck (or alternative) and the type of MICHELIN tires (new or retread) MICHELIN® X One® assemblies.

• One of the replacement MICHELIN tires and replacement wheels, and 10 tire assembly, with the Authorized MICHELIN dealer.

If MICHELIN dealer, will apply a \$1,000 credit towards the

following conditions and exclusions:

• January 1, 2012 to December 31, 2012.

• Four (4) MICHELIN® X One® tires and a maximum of twenty (20) (minus vehicle registration).

MICHELIN® X One® TIRE

Total Satisfaction Guarantee

New Truck

We are so confident that our new MICHELIN® X One® tires will deliver on their promise of fuel savings and weight savings that we'll extend a 60-day to 150-day guarantee towards your total satisfaction of ownership when you purchase a new truck with MICHELIN® X One® tires on it.

If after the first 60 days and before 150 days of ownership of a new truck purchased with MICHELIN® X One® tires you are not totally satisfied with the performance of the tire product, simply follow these instructions:

- Bring the truck to an Authorized MICHELIN dealer (www.michelin.com) to find nearest dealer).
- Present the "MICHELIN® X One® Satisfaction Guarantee" dated and signed.
- Present proof of purchase of the MICHELIN® X One® tires.
- Select the type of wheels (steel or aluminum) that you wish to replace the MICHELIN® X One® tires on.
- Negotiate both (1) the purchase price of the and (2) the sale price of the MICHELIN® X One® tires.
- Michelin, through its Authorized MICHELIN exchange transaction.
- This guarantee is subject to the following:
 - This Program is valid from January 1, 2012.
 - Offer applies to a maximum of four (4) MICHELIN® X One® tires per vehicle which MICHELIN® X One® tires purchased to the terms authorized MICHELIN® dealer.
 - Tires must be in good condition and free of any damage.
 - Tires must be in good condition and free of any damage.
 - Tires must be in good condition and free of any damage.
 - Tires must be in good condition and free of any damage.
 - All MICHELIN® Limited Warranty exclusions.
 - Michelin reserves the right to modify or discontinue this program without prior notice.

The terms of MICHELIN® X One® apply to the tire and wheel.



MICHELIN

RETREAD TECHNOLOGIES

Michelin Retread Technologies, Inc.
National Limited Warranty
and Enhanced MICHELIN® X One® Casing Warranty

The MICHELIN® X ONE® Line Haul Fuel Guarantee™
For the MICHELIN® X ONE® Tires and Retreads

- The Offer**
- Fuel Savings Guarantee on each Tractor offered by Michelin representative.
 - Limit 5 tractors per fleet.
 - Not period is for six months.
- The Commitment**
- Fleet provides current MPG per Tractor (3 in. 6.0 MPG).
 - Fleet provides benchmark options for six months.
 - End of test period – Fleet provides final MPG per Tractor (3 in. 6.34 MPG).
- The Example**
- Standard TL fleet with 1,200 miles/year, averaging 6.0 MPG and paying \$4.00/gallon for diesel, should average about \$42,000/year in fuel costs.
 - *Minimum fleet size for this program is 200 units.

MICHELIN ON MICHELIN® X ONE XDN™ Pre-Mold® Retread and X ONE LIME ENERGY D Pre-Mold® Retread Casing Guarantee

MICHELIN ON MICHELIN® = 1+1™

Any MICHELIN® X ONE® XDN™ Pre-Mold® Retread or MICHELIN® X ONE® LIME ENERGY D Pre-Mold® Retread cured on any MICHELIN® X ONE® original™ casing by an authorized Michelin Retread Technologies Dealer is guaranteed for a second retread within 2 years of original (Y1) Retread DOT Date. The MICHELIN ON MICHELIN® second retread guarantee is limited to a MICHELIN® X ONE® XTA™ or a MICHELIN® X ONE® XTE™ retread for a trailer application. A \$100.00 casing credit will be issued if the retread is not retreadable a 2nd time due to workmanship and materials per above specifications. MICHELIN ON MICHELIN® X ONE® XDN™ Pre-Mold® or MICHELIN® X ONE® LIME ENERGY D Pre-Mold® Casing Guarantee is limited to 2 years from the casing's date of manufacture.

Procedure:
To learn and Proof of Purchase to Country Marketing at 866-458-1115.
MICHELIN ON MICHELIN® Pre-Mold® Retread or MICHELIN® X ONE® LIME ENERGY D Pre-Mold® Retread Proof of Purchase must be available for Michelin Field Engineer and/or MRE Retread Business Manager review.

DATE: _____
CITY: _____
STATE: _____
ZIP: _____
MICHELIN TRUCK.COM

Peace of Mind – No Risk



Ready to convert
to a **Ten-Wheeler?**



Which Other Technology Brings Benefits Straight To Your Bottom Line?

Helping Both...

Reduce Your Costs

Save Fuel

Save Maintenance

Save Time



And Increase Your Revenue

Save Weight



Try MICHELIN® X One® Tires Today

Let us track how MICHELIN® **X One**®
tires can add **value** to your business



MICHELIN® X One® Tires

The Leader in Wide Base Singles

