

Target Segment: Truckload - Refrigerated Fleet Overview

What is a Truckload - Refrigerated Fleet?

Refrigerated fleets carries not only fresh food, but also contain pharmaceuticals, tobacco products, fine art, personal care products (e.g. lipstick), and chemicals. The costs of Refrigerated trailers are much more expensive than Dry Van trailers so utilization is key. One spoiled shipment can cost thousands of dollars' worth of replacement and reshipping fees and eventually customers. This means these fleets are willing to spend more on their equipment than Truckload - Dry Van customers.

- *Annual miles 100k-125k+ in primarily Line Haul applications.*
- *Class 8 vehicles, both straight and tractor-refrigerated trailer combinations. Majority tire diameter is 22.5.*
- *Combination of fuel and weight savings for New Tires. Retreads are popular with these fleets.*
- *Key Product Needs: fuel savings, weight savings, retreadability, SmartWay®, CARB compliant.*

Key to Truckload – Refrigerated Fleet Success – Service Solutions and Product Availability

- Uptime solutions are needed to maximize profits as the utilization of expensive trailers is a key metric for these fleets.
- Often, these fleets weigh out before they cube out, but since they are for-hire and not private, they have difficulty putting weight savings into their business models. Solving this problem will be key in advancing our X One Tire initiatives within this segment.
- Key Metrics: TCO – (Fuel Savings; Weight Savings; Cost per Mile)

Representative Fleets

A sample list of TL-Refrigerated Fleets:

- CR England
- Marten Transport
- Central Refrigerated
- Stevens Transport
- Gordon Trucking
- New Prime

Vehicle Examples



Sales Tools and Service Offers for Truckload – Refrigerated Fleet

Michelin Sales Tools to Close the Sale

- OE+RT ROI Calculators
- Fuel Savings Calculator
- Online Reporting
- X One Tire Weight and Fuel Savings Model
- Digital Tool Box – Drop down box for TL-Refrigerated

Michelin Service Offers

- MCSN
- ONCall 2.0™
- TRUCK CARE™
- Michelin Territory Manager Critical Six Fleet Inspection
- Tire Mileage Record Proof of Value

New Tires and Retreads for Truckload – Refrigerated Fleet

Michelin New Tire Offers

Steer:

- XZA3+ EVERTREAD
- X MULTI ENERGY Z

Trailer:

- X LINE ENERGY T
- X ONE XTA
- X ONE XTE

Drive:

- X LINE ENERGY D
- X ONE LINE ENERGY D
- XDA ENERGY
- X ONE XDN2

Michelin Retread Technology (MRT) Offers

Drive:

- X ONE LINE ENERGY D PM
- X LINE ENERGY D PM
- X ONE XDN2 PM

Trailer:

- X LINE ENERGY T PM
- XT-1 PM
- XTA PM
- X ONE XTA PM
- X ONE XTA CM
- X ONE XTE PM
- X ONE XTE CM

Truckload - Refrigerated Fleet Solutions

Need	Offer	Sales Tools
<p>Payload (Weight savings)</p> <p>Refrigerated fleets often max out weight before maxing out volume.</p> <p>Additional payload gains results in greater revenue and more goods hauled per trip resulting in greater operational efficiencies. You must ensure that the fleet builds into their for-hire sales model as otherwise they are carrying more for their customers at the same rate.</p>	<p>X One New Tires and Retread</p> <ul style="list-style-type: none"> • X ONE XDN2 • X ONE XZUS • X ONE XTE <p>X One Pre-Mold Retreads</p> <p>MRT Pre-mold Retreads offer matching or similar to the new tire treads above.</p>	<ul style="list-style-type: none"> • Weight Savings Calculator • OE+RT ROI Calculators • X One Tire “Go Wide Save Green” Brochure and Website • X One Tire Satisfaction Guarantees • MRT Process Video and Thermal Brochure
<p>Uptime</p> <p>Refrigerated fleets have expensive trailer equipment so utilization is key and can be costly if they have significant delays. They can also haul perishable goods, hence Uptime is critical to profitability and great customer service. Tire maintenance is a key component to overall Uptime.</p>	<ul style="list-style-type: none"> • ONCall 2.0™ • TRUCK CARE™ • Michelin Critical Six Fleet Inspection • TyreCheck Fleet Inspection Tool – handheld reader for air pressures and tread depths • Michelin Commercial Sales Force / Field Engineer Consultative and Technical Sales Calls 	<ul style="list-style-type: none"> • Michelin Truck Tire Data Book and Service Manual • Certified and Audited Michelin Commercial Service Network (MCSN) Distribution Footprint • Michelin ONCall 2.0 Presentation and Video • Michelin Truck Care Presentation • TyreCheck Presentation (Fleet Inspection / TMR) • Pre-Trip Inspection Video

