



# Dealer Identification Program



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## **MICHELIN® NORTH AMERICA, INC. (MNA) DEALER IDENTIFICATION**

Creating a strong, favorable image with the consumer through proper identification is one of the prerequisites of success. The Dealer Identification Program for MICHELIN dealers offers you the opportunity to go with a quality leader, the power to tie in, on a local basis, with the nationally advertised, quality products you sell.

Signs are an important advertising asset to Michelin and its dealers. Obtaining and retention of the sign(s) is tied to the conditions as stated in the dealer contract or sales agreement.

The MICHELIN brand Dealer Identification Program provides qualified dealers with the means to identify their service vehicles with the MICHELIN® brand colors and trademarks as well as the BFGoodrich and Uniroyal trademarks. In addition to the professional look this program gives dealer vehicles, it also provides an extension of the MICHELIN Brand's advertising impact among the tire-buying public and their community.

Building painting with the MICHELIN colors (Pantone Reflex Blue and Pantone Process Yellow) create a positive, strong impression and reinforces exposure of the Michelin name.

# ELIGIBILITY AND RESPONSIBILITY

## ELIGIBILITY FOR SIGNS

Only approved quality retail points of sale with a signed MAST Authorized Dealer Agreement are eligible for signs. If you have any questions, please contact your MICHELIN Sales Representative for more details.

## MICHELIN RESPONSIBILITIES

Michelin leases the brand sign(s) to the dealer at no cost and retains ownership of all brand signs and supporting structures (i.e. brackets) that are either installed or supplied by Michelin. Michelin also pays for 100% of brand sign(s), permits, repairs, (including bulbs, ballasts, etc.) replacements, and shipping and handling.

## DEALER RESPONSIBILITIES

The dealer is responsible for the cost of poles and for pole installation services. The MAST dealer also pays for the one-time administration fee (per sign) charged by Michelin, and all utility costs to illuminate the sign(s).

It is the responsibility of the dealer to arrange and pay for the installation and connection of necessary electrical components within five feet of the sign(s) subject to local ordinances.

If on-site work is requested by the dealer during the installation, or non-standard methods of installation alter the estimate, the additional cost(s) will be identified and passed to the dealer.



# OBTAINING A SIGN

## SIGN REQUEST

When determining the appropriate signs for your facility, a number of factors are considered such as the physical size of the dealership, visibility requirements, existing signs, local permit allowances, and forecasted sales for the dealership. Michelin evaluates each of these items prior to finalizing the sign request. A site survey is conducted by an independent company to determine sign eligibility for each location.

The location requesting the sign(s) must meet Michelin North America, Inc. quality standards.

The initial step in the process of obtaining a sign is to contact your MICHELIN Sales Representative or servicing distributor.

## ORDERING A SIGN

MAST signs are ordered by your MICHELIN Sales Representative or servicing distributor via the sign vendor's website.

Note: All sign orders for MATT dealers must be placed by your MICHELIN Sales Representative.

## SIGN INSTALLATIONS

Upon receipt of a Sign Identification Order, the MICHELIN Sign Coordinator will approve the order and initiate a site survey with the vendor to obtain permits. The installer will notify the vendor that the City has approved the permits for the sign request. Upon verification from the installer, the vendor will inform the dealer within two days that permits were approved and signs were immediately ordered, and the vendor will give the dealer an estimated ship date.

If competitor signs are removed to accommodate the installation MAST/MATT brand signs, the competitor's sign will be left with the dealer.

If problems are encountered during the installation, the Sign Coordinator will be notified. The Sign Coordinator will follow up with the MICHELIN Sales Representative to resolve the problems and prevent further delays.

## OUTDOOR AND INTERIOR ILLUMINATED SIGNAGE

### Standard Sizes

#### 1' x 3' Illuminated Sign

This double-faced indoor illuminated sign features the Tire brand identifier. It may be hung in front windows, as part of a tire display, or in the major traffic areas of your store. This sign is equipped with chains for hanging.

Note: When an outdoor illuminated sign is not an option due to city ordinances or other restrictions, often a 1' x 3' indoor illuminated window sign(s) will be permitted.

Michelin leases the 1' x 3' indoor sign(s) to the dealer at no cost and retains ownership. There is a limit of three 1' x 3' (Michelin, BFGoodrich, and Uniroyal) brand signs per location.

#### 2' x 6' Illuminated Sign

At 2' x 6', this sign is the most popular option for illuminated outdoor signs available. It is especially appropriate for locations where local ordinances limit space for visual exposure, and is available in single-faced or double-faced formats to meet a variety of applications.

#### 3' x 12' Illuminated Sign

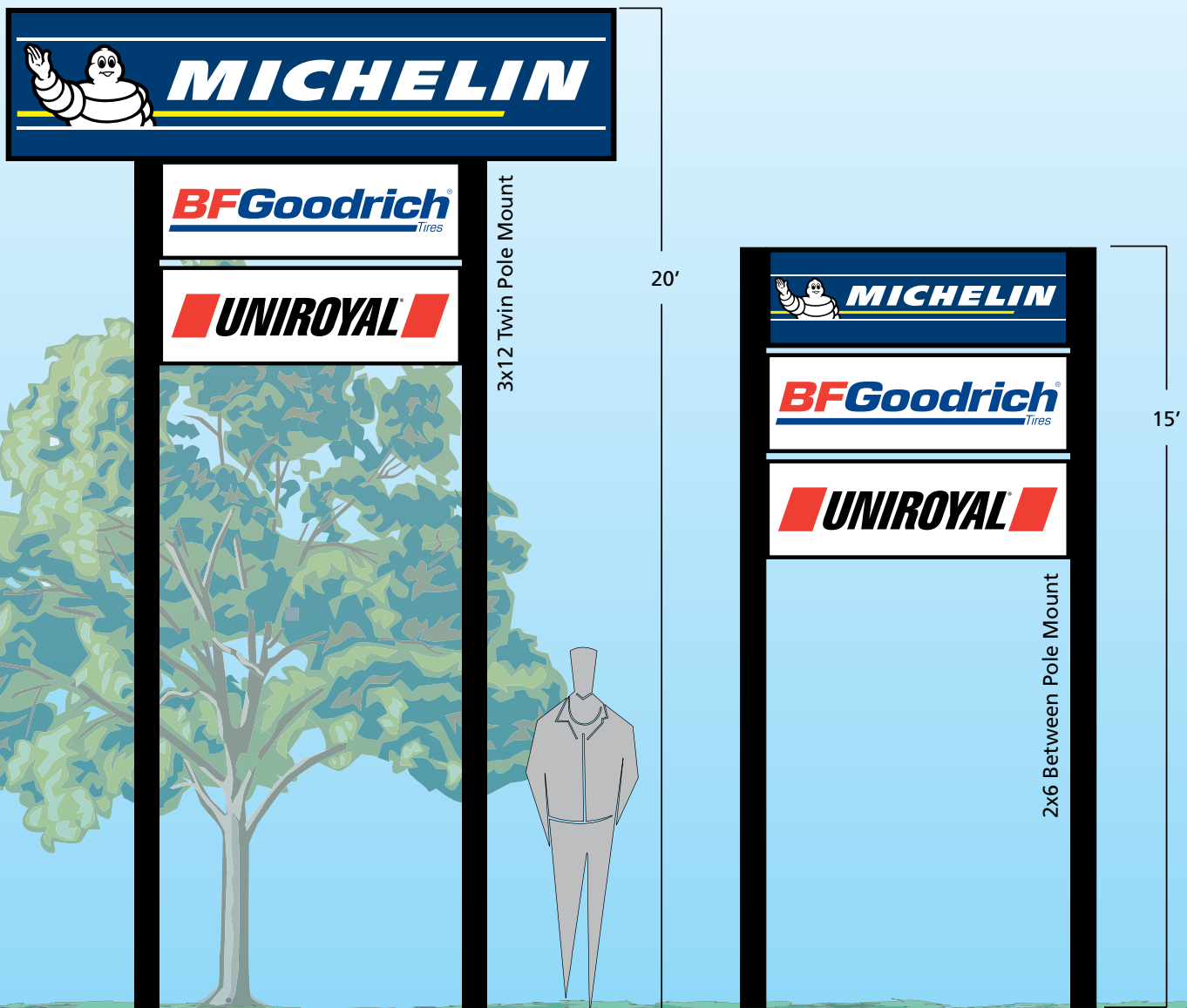
This sign delivers intermediate exposure appropriate for local traffic. Depending on the need, availability of space and local sign ordinances, this sign may be single-faced wall mounted or double-faced pole mounted.

Note: Reserved for Direct Dealers only

## CHANGES IN DEALER OWNERSHIP

Signs cannot be transferred. A new Dealer Agreement must be completed if a new owner takes possession of previously installed signs and meets the necessary requirements to retain the sign.

# SIZE OF SIGNS



\*Mounting type shown is adaptable across sign sizes, new sign heads may also be retrofitted to existing base where engineering and codes allow.



3x12 Wall Sign (3' - 0" x 12' - 0 1/2")



2x6 Wall Sign  
(2' x 6' - 0 1/2")



1x3 Hanging/Wall Sign  
(1' - 0" x 3' - 0")



3x12 Wall Sign (3' - 0" x 12' - 0 1/2")



2x6 Wall Sign  
(2' x 6' - 0 1/2")



1x3 Hanging/Wall Sign  
(1' - 0" x 3' - 0")



3x12 Wall Sign (3' - 0" x 12' - 0 1/2")



2x6 Wall Sign  
(2' x 6' - 0 1/2")



1x3 Hanging/Wall Sign  
(1' - 0" x 3' - 0")

### Michelin Standard Dealer Identification Signs



4x18 Wall Sign (4' - 0" x 18' - 2")



3x12 Wall Sign (3' - 0" x 12' - 0 1/2")



2x6 Wall Sign (2' - 0" x 6' - 0 1/2")

### LETTER VISIBILITY CHART

| VIEWING DISTANCE | MIN. LETTER HEIGHT | SIGN SIZE |
|------------------|--------------------|-----------|
| 250 FT           | 10"                | 3' x 12'  |
| 100 FT           | 4"                 | 2' x 6'   |



# ***SIGN (REPAIRS / REMOVAL / DEALER IMPRINT)***

## **SIGN REPAIRS**

Michelin will help maintain the brand signs installed for dealers. Any sign damages or repairs should be reported to the MICHELIN Sales Representative or servicing distributor.

## **SIGN REMOVAL**

Upon termination of Michelin's Sales Agreement or Alliance Associate Dealer Agreement or violation of the Sign Lease Agreement, removal of signs will be initiated.

A local installer will contact the dealership to arrange an appointment for the removal of the brand sign(s).

## **ORDERING A DEALER IMPRINT SIGN**

A dealer imprint sign should be ordered in conjunction with other MICHELIN sign(s) to avoid shipping and installation charges otherwise the dealer is responsible for all related charges.

The dealer is charged at cost for the imprint sign(s). The dealer owns the imprint sign(s). The dealer always pays for message boards.

Michelin pays for shipping and installation of the dealer imprint sign(s) if ordered and installed at the same time as the brand identification sign(s).



# BUILDING IDENTIFICATION

## BUILDING PAINTING

If a dealer wishes to paint the exterior of their authorized location, a color scheme must be submitted to the MICHELIN Sales Representative for approval.

Below are some examples of recommended building color schemes for eligible dealers.



Sherwin-Williams 7037  
Balanced Beige



Sherwin-Williams 7065  
Argos



Sherwin-Williams 6506  
Vast Sky

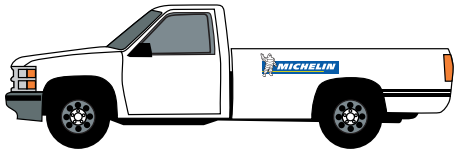
Other building color options may be submitted for approval.

The submitted color scheme must incorporate the Michelin Reflex Blue and Pantone Process Yellow paint striping around the existing building (see illustration below). Striping must be at least 8" in height and no more than 12".

The MICHELIN Sales Representative will notify the dealer once Michelin has approved the color scheme.



# VEHICLE IDENTIFICATION



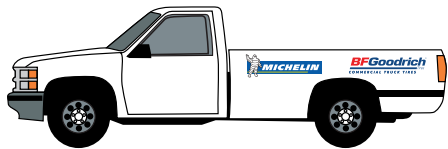
## MICHELIN TRUCK KIT

Cost: \$30.00

Stock No.: MWP42347

Kit consists of:

- 2 - 43" x 13" MICHELIN Logo, Stock No.: MWP42263  
Cost: \$10.00 each
- 1 - 36" x 11" MICHELIN Logo, Stock No.: MWP42261  
Cost: \$10.00



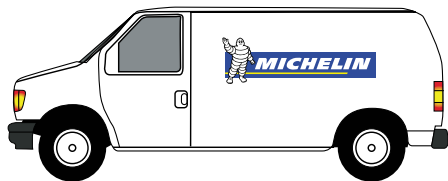
## MICHELIN / BFGOODRICH COMMERCIAL TRUCK KIT

Cost: \$32.00

Stock No.: MWP43598

Kit consists of:

- 2 - 24" x 8" Michelin Logo, Stock No.: MDL42614  
Cost: \$8.00 each
- 2 - 22" x 7" BFGOODRICH Commercial Logo, Stock No.: BWP21416  
Cost: \$8.00 each



## MICHELIN VAN KIT

Cost: \$50.00

Stock No.: MDP42349

Kit consists of:

- 2 - 72" x 22.5" MICHELIN Logo, Stock No.: MDP42299  
Cost: \$20.00 each
- 1 - 36" x 11" MICHELIN Logo, Stock No.: MWP42261  
Cost: \$10.00



## MICHELIN STEP VAN KIT

(USE FOR GC SVC TRUCK)

Cost: \$70.00

Stock No.: MWP42348

Kit consists of:

- 2 - 105" x 32" MICHELIN Logo, Stock No.: MWP42260  
Cost: \$30.00 each
- 1 - 36" x 11" MICHELIN Logo, Stock No.: MWP42261  
Cost: \$10.00



## MICHELIN SERVICE TRUCK KIT

Cost: \$120.00

Stock No.: MWP43081

Kit consists of:

- 2 - 55" x 40" Michelin Man Logo, Stock No.: MWP43082  
Cost: \$50.00 each
- 2 - 36" x 11" MICHELIN Logo, Stock No.: MWP42261  
Cost: \$10.00 each



## MICHELIN STEP VAN KIT

(USE FOR GC SVC TRUCK)

Cost: \$70.00

Stock No.: MWP42348

Kit consists of:

- 2 - 105" x 32" MICHELIN Logo, Stock No.: MWP42260  
Cost: \$30.00 each
- 1 - 36" x 11" MICHELIN Logo, Stock No.: MWP42261  
Cost: \$10.00

Vehicle Identification

How to order decals

To order a vehicle decal kit, please contact the Promotional Fulfillment Center at 1-800-677-3322, Option # 2 and request your preference.



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