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!

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

*60%* of tire purchasers browse online before buying.

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

*75%* of consumers depend on dealer websites.

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

*92%* of consumers buy their tires in-store.

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**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.

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**Access this content through one of our Digital Agency Partners.**

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**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

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