

Brand Profile

RECOMMENDING THE RIGHT TIRE FOR THE FLEET



MICHELIN® Truck Tires
may be the right choice if the fleet:



BFGOODRICH® Truck Tires
may be the right choice if the fleet:



UNIROYAL® Truck Tires
may be the right choice if the fleet:

Maintenance and Operations

Takes pride in maintaining their fleet – pristine/clean appearance	Looks for casing durability for multiple retreads	Is not focused on tracking tire mileage or performance
Uses another premium brand	Has a maintenance program that may vary in different degrees	Has a minimal maintenance program
Tracks performance of a tire in any capacity, including load, cost per mile, and fuel efficiency or durability	Tracks performance but it is not a high priority	Views tires as a necessary evil
Has an organized fleet operation	Has brand loyalty, but may not be strong as they go back and forth between price and performance (wants the best of both worlds)	Is not interested in retreading or seeks no more than one retread per casing
Seeks multiple retreads per casing		

Equipment and Applications

Has Newer equipment (< 7 years)	Has equipment that could be older or used	Has older and/or used equipment
Has heavy loads with focus on weight savings	Values premium tires on one position but may not on others	Uses equipment seasonally – Tires weather before they use all of the tread
Has equipment that may be very expensive such as energy equipment	Values durability and performance but is not comfortable with investing in premium tires because of: – Aggressive applications – Low mileage applications	Does not seek multiple retreads or does not want to run retreads at all.
Has OE specifications with Michelin or another tier one		
Runs specialty tire sizes		
Has auto haulers and low boy trailers		
Follows the latest technologies or trends in the market		
Hauls time sensitive goods including milk, concrete, food, beverage, and services		
Hauls high value or hazardous loads		

Budget and Purchasing Habits

Understands total cost of ownership and Return on Investment (ROI)	Wants the best of both worlds to get performance and a competitive price	Focuses highly on the initial purchase price – Transactional fleets may shop around for the best price every time they purchase
Has a dedicated procurement department	Values quality and the familiarity of a strong brand heritage (apprehensive about import or budget brands)	Does not look at the total cost of ownership
Evaluates vendors on an annual basis to ensure best value but often stays with one vendor for longer periods of time	Does not always consider the total cost of ownership	Has possible credit and budget constraints
Values price continuity over the road (NAFA and Advantage)	Has possible credit and budget constraints	
Seeks ways to maximize fleet assets including fuel efficiency, load payment, and driver accountability	Values price continuity over the road (NAFA and Advantage)	



WINNING WITH THE MICHELIN FAMILY OF BRANDS