



The Uniroyal® Brand Overview Summary

- **The reliable, dependable, affordable Uniroyal® brand offers:**
 - An opportunity to have a multi-brand portfolio of Michelin Group Products
 - An opportunity to reduce your need for multiple vendors
- **Targeted end users for the brand:**
 - Require reliable, dependable, and affordable tires
 - Depend on dealers for recommendations
 - Have limited knowledge of tires
 - See tires in terms of price, not investment
 - Do not track mileage or cost per mile
 - May not retread tires
- **Uniroyal® tools available include:**
 - [Digital Sales Tool](#)
 - [Uniroyal® Commercial Truck Tire Data Book](#)
 - [Uniroyal® Truck Tire Website](#)