



## The Uniroyal® Commercial Truck Tire Products Summary

- Use differentiation between applications to determine the best tire for your customers' needs.
- Describe different positioning/fitment for truck tires to offer customers the best tire recommendation.
- Describe DuraShield Construction as a great affordable feature of the Uniroyal brand.
- List features of each of the 6 tires.
- Uniroyal® tools available include:
  - [Digital Sales Tool](#)
  - [Uniroyal® Commercial Truck Tire Data Book](#)
  - [Uniroyal® Truck Tire Website](#)