

Michelin, Tech Partner on OTR Repair Accreditation

Michelin North America has partnered with Tech International to create an OTR tire repair certification program. Called the “Michelin Earthmover Repair Accreditation Program,” the effort – in concert with “leading Michelin earthmover dealers” – intends to “provide consistent and quality earthmover tire repairs.” Bruce Besancon, director of OTR tire marketing for MNA, announced the program during a Feb. 22 session of the TIA OTR Conference, held in Puerto Rico last week. The program will roll out in 2013, MNA said. MNA and Tech will work together to educate and create “accredited repair shops” among MNA OTR dealers. The Michelin ERA Program will include training, technical support, inventory control systems, repair products and procedures, and traceability systems. Tech will provide initial training, said MNA, as well as biannual training on repair methods, product inventory procedures, and quality control and traceability systems. The ERA Program also includes a “certification/audit program to verify that dealers are providing long-lasting and consistent tire repairs in all locations. An accredited repair shop will go through a series of these audits to “prove that they meet the criteria for repair capability and quality controls.”