

PRESS RELEASE

Boulogne-Billancourt, March 2015

NEW MICHELIN X[®] WORKS[™] DAMAGE GUARANTEE



**MICHELIN UNVEILS A NEW GUARANTEE, FREE OF CHARGE,
MANAGED AND ACTIVATED ONLINE,
OFFERING FREIGHT CARRIERS A BETTER BUDGET MANAGEMENT.**

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NEW MICHELIN X® WORKS™ DAMAGE GUARANTEE PEACE OF MIND IS GUARANTEED FOR WORKSITE SUPPLY ACTIVITIES.

EXCLUSIVE OFFER

Damage
Garantee



• IN 2015, MICHELIN IS OFFERING A FREE GUARANTEE FOR MICHELIN X® WORKS™ TYRES USED FOR WORKSITE SUPPLY ACTIVITIES.

• IT COVERS ACCIDENTAL DAMAGES TO TYRES, BOTH ON NEW VEHICLES AND REPLACEMENT TYRES.

• ALL THAT IS NEEDED TO BENEFIT FROM IT, IS TO SIMPLY REGISTER ONLINE ON THE MYACCOUNT PAGE, WHICH CAN BE ACCESSED FROM THE WEBSITE INTERNET TRUCKS.MICHELIN.EU.

• IN THE EVENT OF A TYRE INCIDENT, THE DEALER WILL ISSUE A REFUND IN THE FORM OF CREDIT.

Given the risk of tyre incidents occurring in the everyday activities of freight carriers performing deliveries to construction sites, Michelin offers them a new damage guarantee. The latter applies for the MICHELIN X® WORKS™ tyre range, for tyres equipping new vehicles or those purchased as a replacement.

Completely free of charge, the new Michelin Damage Guarantee allows its user customers to safeguard their tyre investment. In the event of an incident to a MICHELIN X® WORKS™ tyre, a refund in the form of credit will be issued by the dealer. It is simple to register and to activate it, because everything is done online through the **MyAccount** page, which can be accessed from the Website trucks.michelin.eu.

Given that their transport activities are carried out on roads, on dirt tracks and in quarries, freight companies should equip their trucks with tyres that are both robust on harsh terrain and durable on asphalt.

MICHELIN X® WORKS™ tyres meet these robustness, endurance, durability and safety objectives. The new damage guarantee enables work to be carried out with even greater peace of mind, because the budget remains under control, even when the unexpected occurs.

THE RELEVANCE OF THE NEW DAMAGE GUARANTEE, COMES FROM THE FACT THAT ALL PLAYERS IN THE TRANSPORT CHAIN REAP BENEFITS:

> **Transport companies** that carry out worksite supply activities are the main focus. The new MICHELIN X® WORKS™ Damage Guarantee allows them to work with greater peace of mind, because the risks inherent in their business are taken into account.

Freight carriers gain a **financial coverage** in the event of accidental damage, without requiring any paperwork. Registration procedures are simple. They are performed on the Website trucks.michelin.eu in 4 clicks and less than 2 minutes.

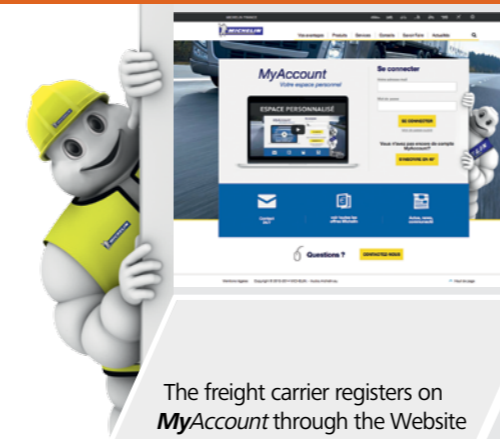
> **For tyre dealers**, the new MICHELIN X® WORKS™ Damage Guarantee **strengthens the relationship developed with the customer**. They have available, in addition to a range of robust, high-performance tires, a tool that increases the user's trust, at no extra cost for the latter.

> **For dealers selling new vehicles**, the new MICHELIN X® WORKS™ Damage Guarantee is an argument in favour of using MICHELIN tyres. Indeed, it means that the entire vehicle, including the tyres, is guaranteed when purchased new. The registration process is simple and clear, and it is easy to implement at no cost.

A higher level of performances, greater peace of mind, more services, greater savings, more consideration of the problems and concerns of user customers and more solutions for freight carriers are, in summary, what is achieved by combining MICHELIN X® WORKS™ tyre range with its new damage guarantee.

This new offer demonstrates Michelin's commitment to developing a better mobility by innovating both in the tyre and the related services.

HOW DOES MyAccount WORK?



> Accessible via the trucks.michelin.eu site, **MyAccount** is a personal space that helps freight carriers to optimise their tyre expenditures.

> Access to MICHELIN services and promotional offers.

> Available 24/24 and 7/7.

> Single point of contact with MICHELIN at any time.

THE **MYACCOUNT** SPACE ENABLES THE NEW DAMAGE GUARANTEE TO BE MANAGED IN 5 STEPS:

1

The freight carrier registers on **MyAccount** through the Website <http://trucks.michelin.eu/>

2

The freight carrier logged into **MyAccount** registers the MICHELIN X® WORKS™ tyres

3

In the event of accidental damage, the freight carrier launches the Damage Guarantee claim on **MyAccount** in 4 clicks, then deposits the tyre concerned at the dealership

4

The freight carrier receives an email indicating the acceptance of the guarantee and the refund amount

5

The refund is available from the dealership in the form of credit.

GREATER PERFORMANCE IN MICHELIN X® WORKS™ TYRES

MICHELIN X® WORKS™ XZY

MICHELIN X® WORKS™ XDY



The harsh usage conditions of worksite supply activities require tyres that can roll both on asphalt and withstand the harsh conditions of terrains full of potholes, stones, rebars, etc. The technologies behind MICHELIN X® WORKS™ tyres bring a more decisive performance. What are they? Enhanced resistance to harsh conditions and increased service life

Enhanced resistance to harsh conditions



Chamfered tread block design to reduce tearing.

THIS IS THE RESULT OF:

- An extremely solid architecture, consisting of a casing with high density metal cables,
- A compact central tread pattern to better resist tearing,
- Sidewalls reinforced in the shoulder area for improved resistance to lateral stresses.



LISTENING TO CUSTOMERS IS THE CORE OF MICHELIN'S INNOVATION STRATEGY

From the start, Michelin has been a mobility companion. Innovation is the cornerstone of this strategy. The latter consists in providing its users with value creating solutions, by delivering them greater performance. Finding out their needs, identifying and analysing their usage, are prerequisites for research and development. With over 5,300 people dedicated to market research, Michelin has increased its meeting points and interactive sessions with its customers. Present on social networks, Michelin supplements listening to customer's needs by various studies each year. In 2014, for example, a user satisfaction survey enabled 7,200 testimonials to be gathered in 12 European countries.

With the knowledge obtained from the field, teams of researchers use their know-how and expertise to bring together the most relevant tyre performances according to usage. Michelin's Research and Development activity has an annual budget of over €640 million and combines the activities of 6,600 people worldwide.

FOR MORE INFORMATION:



CREATE YOUR ACCOUNT: MyAccount
trucks.michelin.eu

CONTACT US



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