

HOW RETREADS CAN SAVE YOUR STATE FLEET VEHICLE PROGRAM MONEY WHILE HELPING THE ENVIRONMENT

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PROMOTING & DEFENDING RETREADING WORLDWIDE

ALTHOUGH RETREADS
HAVE A SAFETY AND PERFORMANCE RECORD
COMPARABLE TO THE BEST NEW TIRES,
THERE ARE STILL (TOO) MANY PUBLIC
SECTOR FLEETS NOT USING THEM. THE
QUESTION IS
WHY?

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**ONE OF THE MAJOR REASONS IS THE
PERCEPTION BY MANY THAT RETREADS
ARE RESPONSIBLE FOR TIRE DEBRIS**

***(ALSO KNOWN AS RUBBER ON THE ROAD
& ROAD GATORS)***

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RETREADS. THE RODNEY DANGERFIELDS OF TIRES!

- Retreads have a safety, performance and handling record comparable to the best new tires, yet we get a bum rap from too many fleet managers
- The facts, however, are different from the perception. **Perception is NOT reality!**

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ONLY REALITY IS REALITY.
**Think otherwise? Try putting your
head in an oven with the gas on,
and perceive that there is no
gas. See what happens.**

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THE REALITY IS THAT:

a. MUCH OF THE TIRE DEBRIS ON OUR HIGHWAYS COMES FROM TIRES THAT HAVE NEVER BEEN RETREADED.

b. NEARLY ALL TIRE DEBRIS IS CAUSED BY TIRES THAT HAVE BEEN IMPROPERLY MAINTAINED, WHETHER THE TIRE IS A RETREAD OR ONE THAT HAS NEVER BEEN IN A RETREAD PLANT.

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- ROAD ALLIGATORS CAN BE DEADLY!
- NEARLY ALWAYS CAUSED BY UNDERINFLATION.
 - (BY THE WAY, THIS TIRE HAS NEVER BEEN RETREADED!)



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UNDERINFLATION IS THE MAIN CULPRIT!

FOLLOWED CLOSELY BY IMPROPER MATCHING OF TIRES ON DUAL WHEEL POSITIONS, OVERLOADING OF VEHICLES (WHICH BY DEFINITION WILL MAKE THE TIRE UNDERINFLATED), OVERINFLATION, MISALIGNED VEHICLES, DAMAGED TIRES, TIRES BEING RUN WITH LESS THAN THE LEGAL AMOUNT OF TREAD.

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WHAT CAN YOU DO TO INSURE THAT YOUR TIRES ARE PROPERLY MAINTAINED?

**HAVE YOUR DRIVERS AND TIRE PEOPLE GET IN THE
HABIT OF USING A PROPERLY CALIBRATED TIRE GAUGE
ON A REGULAR BASIS!**

**TRYING TO DETERMINE HOW MUCH AIR IS IN A TIRE BY
THUMPING IT IS THE SAME AS TRYING TO DETERMINE IF A
TRUCK ENGINE NEEDS OIL BY THUMPING ON THE HOOD**

THERE IS AN OLD SAYING, IT'S SIMPLE, BUT IT ISN'T EASY.

**HOWEVER, THE ALTERNATIVE CAN BE EXPENSIVE AND
SOMETIMES EVEN DEADLY!**

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DO THE DIRTY HAND TEST AS WELL AS A VISUAL EXAMINATION OF TIRES ON A DAILY BASIS

HAVE YOUR DRIVERS AND TIRE PEOPLE GET IN THE HABIT OF DOING A DAILY WALK AROUND THE VEHICLE AND RUN THEIR HANDS OVER EVERY TIRE TO FEEL FOR ANOMALIES. AFTER AWHILE THEIR HANDS WILL BECOME “EDUCATED” AND TIRE PROBLEMS WILL BECOME VERY APPARENT.

IT IS MUCH BETTER TO CATCH THE TIRE PROBLEM IN THE YARD THAN TO HAVE A TIRE FAILURE AT THREE IN THE MORNING IN THE MIDDLE OF NOWHERE! (And they ALWAYS happen in the middle of nowhere!)

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PROPERLY MAINTAINED TIRES CAN AND SHOULD BE RETREADED, WHICH ENABLES A FLEET TO MAXIMIZE THEIR PAYBACK ON THEIR TIRE INVESTMENT.

EVERY MAJOR TRUCK TIRE MANUFACTURER DESIGNS THEIR TIRES FOR MULTIPLE LIVES AND THEY ARE ALL PROPONENTS OF RETREADING!

(THEY ARE ALSO ALL MEMBERS OF THE TIRE RETREAD INFORMATION BUREAU)

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HOW DO YOU FIND A GOOD RETREADER?

- ASK US. WE HAVE A RETREAD TIRE BUYERS GUIDE LISTING HUNDREDS OF TOP QUALITY RETREADERS ALL OVER NORTH AMERICA.
- BUT THAT'S NOT ALL. **YOU MUST INVESTIGATE!**
- VISIT THE RETREAD PLANT AND SEE FOR YOURSELF.
- HERE ARE OUR RECOMMENDATIONS.

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- **ASK TO USE THE BATHROOM WHILE IN THE PLANT. IS IT CLEAN OR A PIGPEN? *IF IT IS A PIGPEN, TAKE A HIKE QUICKLY!***
- **LOOK AT THE EMPLOYEE LUNCHROOM/BREAK AREA. YOU WILL LEARN A LOT ABOUT THE COMPANY BY HOW THEY TREAT THEIR EMPLOYEES. *IF IT IS A PIGPEN, TAKE A HIKE QUICKLY!***
- **ASK ABOUT THEIR ADJUSTMENT RATE. IT SHOULD BE 1% OR LOWER. AND DON'T BE SHY ABOUT ASKING TO SEE THEIR ADJUSTMENT RECORDS. *IF THEY WON'T SHOW YOU, TAKE A HIKE QUICKLY!***
- **ASK FOR THE NAMES AND CONTACT INFORMATION FOR A FEW OF THEIR CUSTOMERS - AND THEN CALL THEM! *IF THEY AREN'T WILLING TO FURNISH THEM, TAKE A HIKE QUICKLY!***

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IN A FEW MINUTES WE WILL SEE A QUICK
TOUR OF A MODERN, ISO CERTIFIED
RETREAD PLANT.

A FREE COPY OF THE CD IS AVAILABLE BY
CONTACTING OUR OFFICE OR BY GIVING
ME YOUR BUSINESS CARD AFTER MY
PRESENTATION TODAY.

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RETREADED TIRES MAY LOOK ROUND AND BLACK, BUT THEY ARE REALLY VERY GREEN!

IN ADDITION TO BEING VERY ECONOMICAL, RETREADS ARE VERY ENVIRONMENTALLY FRIENDLY. EVERY TIRE THAT IS RETREADED IS ONE LESS TIRE FOR THE SCRAP TIRE PILE AND LANDFILL, AND AS LONG AS THE NUMBER OF TIRES BEING RETREADED REMAINS CONSTANT, THESE TIRES CAN BE KEPT OUT OF LANDFILLS INDEFINITELY!

RETREADED TIRES HAVE ONE OF THE HIGHEST POST CONSUMER CONTENTS - THE ACTUAL TIRE (KNOWN AS A CASING) IS BEING REUSED.

TIRES HAVE A HIGH PERCENTAGE OF SYNTHETIC RUBBER, WHICH IS PETROLEUM BASED. APPROXIMATELY 15 GALLONS OF OIL IS SAVED EVERY TIME A TRUCK TIRE IS RETREADED. THANKS TO RETREADING HUNDREDS OF MILLIONS OF GALLONS OF OIL ARE SAVED EVERY YEAR.

RETREADING IS TRULY RECYCLING!

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TODAY'S RETREADS ARE BETTER THAN EVER!

- THE RETREAD INDUSTRY HAS
BECOME HIGH TECH
AND VERY SOPHISTICATED!
- NON DESTRUCTIVE TESTING
HAS MADE ALL THE DIFFERENCE!
- COME SEE FOR YOURSELF. VISIT A RETREAD PLANT.
- TRIB WILL BE HAPPY TO ARRANGE A TOUR
FOR YOU AND YOUR STAFF!

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TRIB IS A GREAT RESOURCE FOR
INFORMATION ABOUT RETREADING
AND TIRE REPAIRING

WWW.RETREAD.ORG IS THE *WORLD'S BUSIEST* WEB
SITE FOR TIRE RETREADING AND TIRE REPAIRING

WWW.RETREAD.ORG IS A GREAT SITE TO
BOOKMARK AND REVISIT OFTEN

YOU WILL FIND IMPORTANT INFORMATION ABOUT *NEW TIRES*
AS WELL ABOUT RETREADS

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QUESTIONS?

CONTACT US ANYTIME

TOLL FREE 888-473-8732

E-MAIL

info@retread.org

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*AND NOW FOR THE
GRAND FINALE...*

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NEED A DOG?
POUND DOGS ARE RETREADS, TOO!
(WHO SAYS MONEY CAN'T BUY LOVE?)
Ask me for information about adopting a Greyhound!
(We're talking RETREADS here, aren't we?)



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