

THE GCBAA MICHELIN® ADVANTAGE PROGRAM



START SAVING ON TIRES & SERVICES TODAY !

The GCBAA MICHELIN® Advantage Program allows members to increase their productivity and provides additional resources to improve operational efficiency. Members can benefit from a value-added program that offers competitive savings on both new and retread tires. The new tires include, MICHELIN®, BFGoodrich®, and Uniroyal®. The retread tires include Michelin Retread Technologies and Oliver®. The program also includes access to our Emergency Road Service (ERS) offer – MICHELIN® ONCall and waived dispatch fees.

THE PROGRAM OFFERS 3 MAIN BENEFITS:



ADVANTAGE SAVINGS

The GCBAA MICHELIN® Advantage Program provides discount pricing at home and on the road. Advantage Program members can be assured of uniform tire costs.

And because Michelin knows that you may have many tire needs, our Full Line Program will provide discount pricing on a MICHELIN® product lineup that includes Passenger Car, Light Truck, Medium Truck, and Tweel Tires.



ADVANTAGE CARE

Knowledgeable TIA trained technicians will take care of your service needs at any of our over 5,000 authorized truck dealer locations. With MICHELIN® ONCall, members can get roadside assistance all day, every day, no matter where they are. This gets you back up and running, whether it is tires, mechanical, or towing. ONCall and the Michelin Advantage Program can help ensure your safety out on the road.



ADVANTAGE ACCESS

As a member of the GCBAA MICHELIN® Advantage Program, you will have the ability to manage your account online, to register and update your credit card(s) on file, check pricing, view invoices or purchase history. You can tap into maintenance tips and techniques with our webcasts, e-newsletters and our member website at MichelinB2B.com to help maintain an efficient operation. Members also have access to our MICHELIN® Advantage Customer Service team to answer any questions you may have about the Advantage Program .

