Selling the Difference

Importance of Regrooving

Selling the Difference

Regrooving consists of cutting a pattern into the tyre's base rubber. This effectively regenerates the tread depth and pattern enabling a ~25% increase in tyre life (For Michelin tyres)
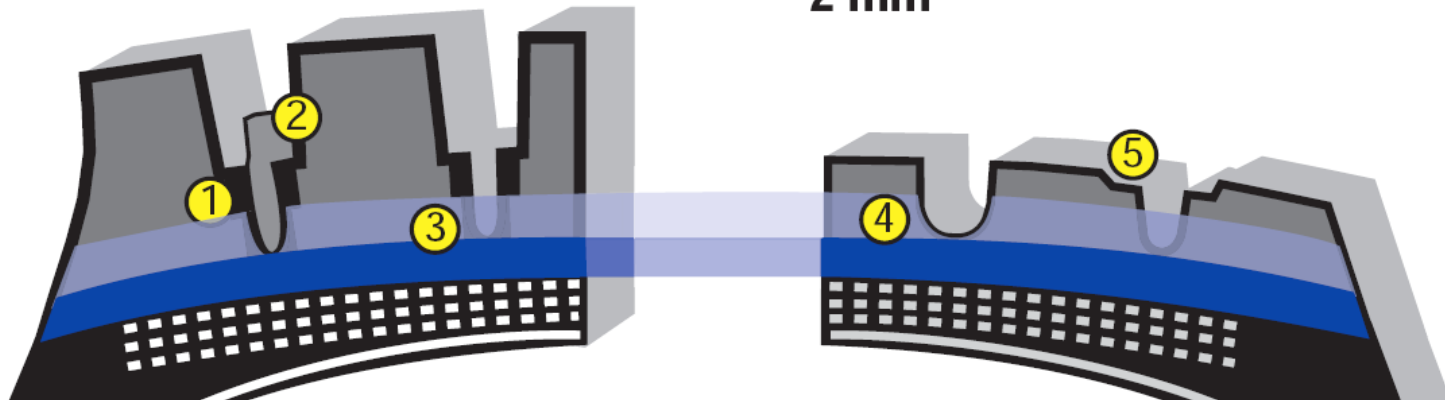
Original profile

① Bottom of tread pattern

② Tread wear indicator

③ Well indicating the regrooving depth

④ **Regrooved profile**   ⑤ **Profile at the wear for regrooving**

Thickness of rubber to be regrooved

Thickness of rubber to be retained **2 mm**

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> Regrooving consists of cutting a pattern into the tyre's base rubber

- Regrooving your tyres is the quickest and easiest way to cut costs.

- Regrooving extends tyre life, the short time it takes can equal many months of extra service on the road.

What is regrooving?

- Regrooving is re-cutting a tread pattern once the tread depth has worn down to 3-4 mm.

- Virtually all Michelin truck tyres are designed to be regrooved thanks to a thick layer of usable rubber beneath the original tread pattern.

- Regrooving the pattern into a worn tread immediately improves grip, So you can have the same confidence in the regrooved tyre as you did in the original

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▶ **Regrooving significantly extends the potential grip of a tyre in the wet**

▶ It is carried out when there is still 3 to 4 mm of tread depth. Regrooving gives new sharp edges and a tread depth of about 6 to 8 mm, or a tread depth of about the same as that of a half-worn tyre.

▶ Carried out in accordance with our recommendations it has no adverse effect on the product regarding the strength of the crown block or casing

▶ By regrooving your tyres, you also achieve on average up to **25% additional mileage**

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Regrooving is cost effective

> Regrooving give you ~25% more tyre life at their most fuel efficient stage
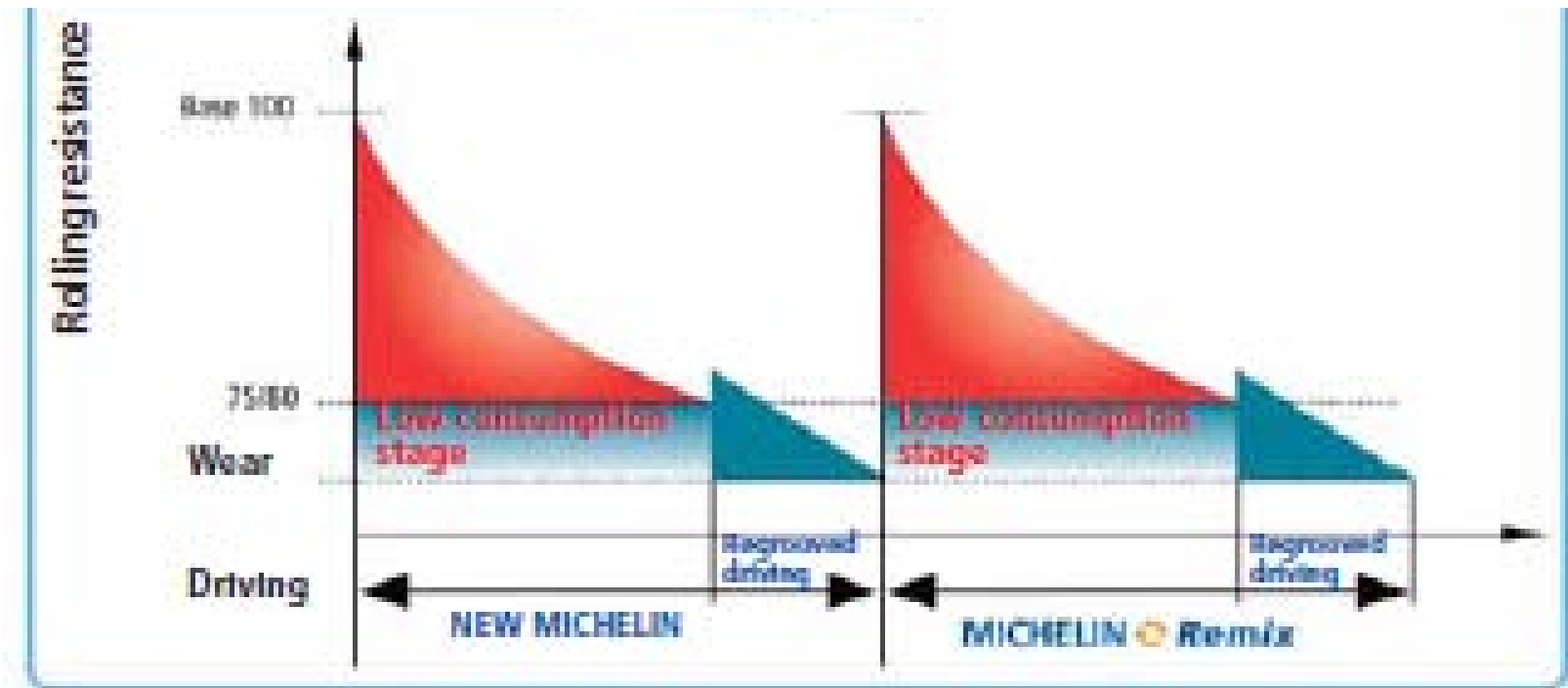
Service Regrooving

> **Save up to 2 litres/100 km.**

- Fuel consumption represents over 35 % of fleet operating costs

- Regrooving Michelin Truck Tyres allows you to maximise potential fuel savings

- Tyre rolling resistance, on average, consumes a third of the fuel a vehicle uses* The greater the tread depth the higher the rolling resistance of the tyre.

- Regrooving is carried out during the phase in the tyre's life where it has the lowest rolling resistance and, therefore, when it's at its most fuel efficient and can optimize fuel consumption

- That means you can save between 6 – 10 % on your fuel bill**

*(based on a vehicle running at 50 mp/h on a flat road)
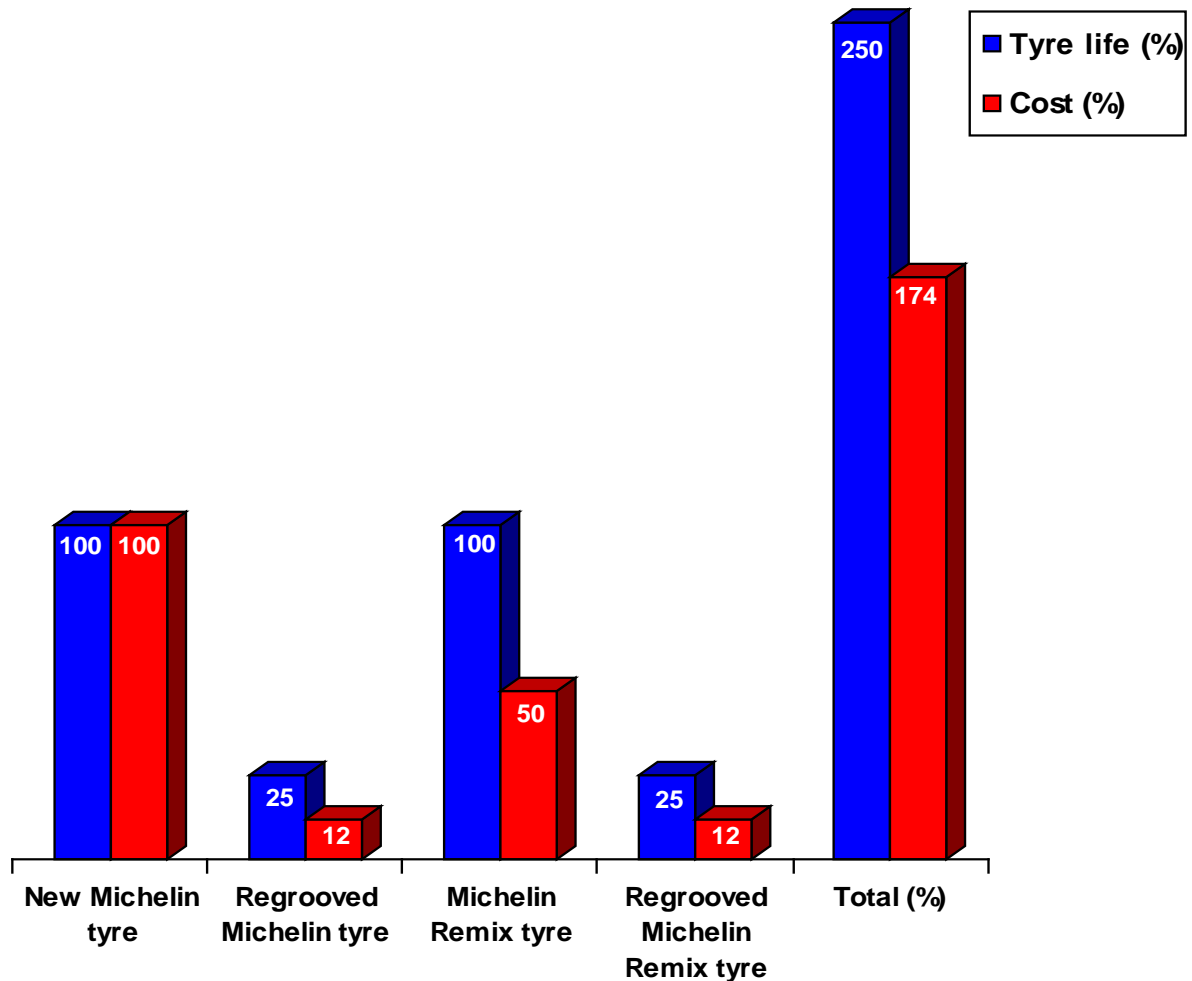**(compares a vehicle with new tyres to one fitted with regrooved tyres)

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Regrooving when combined with Remix can give you 250% life for 174% cost

- For about 12% (~£25) of the cost of a new tyre you gain an additional 25 % mileage potential

- Once the regrooved tyre is worn down, Michelin Remix can give it another life (100%)

- Michelin Remix tyres can be regrooved, too, giving you another 25 % mileage potential

Legend:
- Tyre life (%)
- Cost (%)

Category	Tyre life (%)	Cost (%)
New Michelin tyre	100	100
Regrooved Michelin tyre	25	12
Michelin Remix tyre	100	50
Regrooved Michelin Remix tyre	25	12
Total (%)	250	174

Selling the Difference

The most reliable casing on the market

➤ **From its design, the high technology of the Michelin casing includes a thickness of rubber which allows regrooving and retreading**

➤ Other competitors say that regrooving a tyre can affect the value of the casing.

➤ Michelin tyres are designed to be regrooved. An extra layer of base rubber is designed into the tyre to allow a durable and stable regroove

➤ This undertread of rubber ensures the original tread is stable and performs to the highest standards, and after regrooving it means you get 25% extra life

MICHELIN Casing

engineered for life

How we can help you to save money

Provide free regroove guides with all Michelin registered regroove patterns

Audit your fleet to identify your current regroove percentage

Analysis of your returned casings to identify your regroove percentage

Regroove training for your team using our technical team

Note our tyres are also designed for regrooving
- Extra rubber under the tread
- Regroove depth indicators to ensure correct regroove depth