

Loves Retread Program

Benefits

- Michelin quality product with Oliver bass technology
- Retread go through extra steps such as Serigraphy, X-ray and a boom box before Love's puts our stamp of approval is applied
- Life time warranty on the casing
- Easy exchange at over 300 locations
- Tread warranty of up to 4/32
- Free repairs on nail holes and certain side wall ruptures
- May be purchased on your Michelin national account or on your Love's TCE account.
- Quality product that is priced about the same as a lower tier import but with higher quality rubber
- Manufactured in our own facilities by our employees

Common Objections

- I prefer Bridgestone products over Michelin.
- I only want my own casings not someone else's.
- I've been doing business with a local tire place for years.
- This costs about the same price as a lower tier imported new tire.

