

# THE MICHELIN DIFFERENCE FOR YOUR BUSINESS<sup>(1)</sup>

## MICHELIN IS EXCITED TO CONTINUE OUR PARTNERSHIP WITH CMEQ

With this partnership, CMEQ can now take advantage of national account pricing for Michelin tires and services for your company-owned store fleet vehicles and salesforce vehicles.



Corporation  
des maîtres électriciens  
du Québec



### ADVANTAGE PRICING

- Competitive pricing for fleet customers on MICHELIN® and BFGoodrich®<sup>(2)</sup> Truck, Passenger Car & Light Truck Tires, MRT Retreads and Services
  - Special Advantage Program Net Invoice Discount Pricing for fleets between 1-99 trucks
  - Help fleets control pricing on the road

### ADVANTAGE CARE

- With MICHELIN® ONCall fleets can get roadside assistance all day, every day, no matter where
- Get trucks back up and running, whether it is tires, mechanical, or towing
- Maximize your uptime and productivity

### ADVANTAGE ACCESS

- Same day account set up allows members to purchase tires or services immediately
- Get tire information or check pricing on new MICHELIN® and BFGoodrich®<sup>(2)</sup> Tires
  - Advantage Program members receive access to our website where several online business tools are located to help improve business performance.



### EASY ONBOARDING

1. Complete the registration :

[https://myportal.michelingroup.com/s/advantage-form?language=en\\_US&AAC=CMEQ](https://myportal.michelingroup.com/s/advantage-form?language=en_US&AAC=CMEQ)

2. Register a credit card

3. Find an authorized dealer : <https://business.michelin.ca/en/dealer-locator>

(1) Program available to owner-operators and small fleets with 1 – 99 power units. Dealers not eligible to enroll as an Advantage Program member

(2) Only at authorized BFGoodrich® Truck Tire Dealers.

(3) MICHELIN® and BFGoodrich® brand tires only.

MNA reserves the right to discontinue, modify, and/or supplement all of the policies, terms, prices, credits, discounts and/or commissions of the MICHELIN® Advantage Program effective October 3, 2011 explained above at any time without prior notice.

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