



**Multiple Life Concept.
More than just retreading.**



GOODYEAR



Your challenges

Maximising tyre performance



Keeping operating costs down is vital, so you need to extend the life of your tyres and make savings where you can.



How do you reduce operating costs without compromising on performance?



How can you effectively combine regrooving and retreading to extend the life of your tyres?



How do you improve your CO2 footprint and help preserve the environment?



How can you get a tyre management programme that's tailored to your needs?



How can you significantly reduce your total cost of ownership?



Our solution

Introducing Multiple Life Concept

Tyres are at the heart of your business, so you need them to work harder, last longer and save you money. Multiple Life Concept does just that, by using a combination of regrooving and retreading to extend the life of your tyres and maximise performance. This results in lower running costs, less impact on the environment and a significant reduction in your fleet's Total Cost of Ownership.



What is Multiple Life Concept?

1 More Than Just Retreading Extend your tyre life

- Utilises both regrooving and retreading
- Maximises return on tyre investment
- Tailored tyre management programme
- Significant savings, through a reduced cost per kilometre

2 Almost Like New No compromise on performance

- Casings are optimised for retreading
- Innovative in-house manufacturing process
- Same compounds, tread patterns and techniques as our new tyres
- Similar benefits to a new tyre equivalent
- Reduced operational costs

3 Reduces Total Cost Of Ownership Better for business

- Extended tyre life
- Up to 25% more mileage
- Up to 10% lower tyre costs

4 Better For The Environment Innovating for the future

- Produced using less oil, chemicals and other materials
- Lower costs and reduced emissions
- Improves your CO2 footprint



The benefits for you

Increased performance, reduced costs

You need your tyres to work as hard as you do. With Multiple Life Concept, your tyres deliver more mileage with less cost to you – making it the perfect choice for your fleet.

Talk to a Goodyear consultant or visit www.goodyear.com/truck today and discover how Multiple Life Concept can help your business succeed.



Maximises tyre performance



More environmentally friendly



Similar benefits to a new tyre



Reduction in your total cost of ownership



More mileage with lower costs



GOODYEAR TOTAL MOBILITY

TYRES

A range of more than 400 truck, bus and premium new and retreaded tyres.

SOLUTIONS

Proactive Solutions
FleetOnlineSolutions
ServiceLine24h
Multiple Life Concept

SERVICE NETWORK

TruckForce is Goodyear's extensive truck tyre service network, with over 2,000 locations across Europe.

FLEET

Whether your business is large or small, Goodyear Total Mobility is by your side.