Multiple Life Concept. More than just retreading.
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 can you effectively combine regrooving and retreading to extend the life of your tyres?

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

How do you reduce operating costs without compromising on performance?

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

How can you significantly reduce your total cost of ownership?

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

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.

3. Reduces Total Cost Of Ownership
   - Better for business
     - Extended tyre life
     - Up to 10% lower tyre costs
     - Up to 25% more mileage

4. Better For The Environment
   - Innovating for the future
     - Produced using less oil, chemicals and other materials
     - Improves your CO2 footprint
     - Lower costs and reduced emissions
     - Reduction in your total cost of ownership
     - More environmentally friendly
     - More mileage with lower costs

Your challenges

Our solution
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.