



BUSTING THE MYTHS about retreading



Retreaducation 101

Get the full facts at retreadinstead.com
or scan the code below to learn more



MYTH



Heat kills 'em.

FACT: The notion that retread bonds will fail on hot days? An old wives' tale.

Sure, heat can ruin any tire, new or not. Few would argue that. But in most cases that heat is due to underinflation. That's why proper inflation is so important, no matter what kind of tire you're running.



Retread Instead

Still believe those old wives' tales about retreads? If so, you're falling for an expensive load of baloney. Today's retread is a new breed, helping savvy business owners get new tire performance at a fraction of the price.

Most major truck fleets are on board, as are most airlines, construction companies, farmers and even school buses. Safety, durability, mileage and performance are all there, at less than half the cost of new tires.

The main reason to rethink retreads is a simple one – you can't afford to let old myths mess with your tire budget. In fact, the more you know about retreads, the more they just make sense. Because along with fuel, tire costs are one of your highest expenditures. Reducing your costs means higher profits.



**Source: Randall-Reilly Business & Media Information – 2012
in conjunction with Bridgestone Bandag LLC**