

It's time to fight back. MICHELIN® fuel-efficient, long-lasting tires help you save money.



Michelin makes the most fuel-efficient line of tires on the road, which saves you money over the life of your tires.

- **ABOUT \$300 OR 68 GALLONS OF GAS**, that's what a set of MICHELIN® Latitude® Tour HP tires can save you.
- **ABOUT \$200 OR 51 GALLONS OF GAS**, that's what a set of MICHELIN® Primacy™ MXV4® tires can save you.

To find out more, go to michelinman.com



MICHELIN® Primacy™ MXV4® 215/50R17 91V compared to Bridgestone® Turanza® with Serenity™ Technology 215/50R17 95V.
MICHELIN® Latitude® Tour HP 255/55R18 105H compared to Bridgestone® Dueler® H/L Alenza™ 255/55R18 109H.
Calculated fuel/cost savings are approximate estimations based on several variables, and not precise measurements.
Rolling resistance testing based on SAE J1269 Industry Practice.
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