



FOR IMMEDIATE RELEASE

**TCI LAUNCHES C3 PROGRAM FOR COMMERCIAL TIRE CUSTOMERS
New Program Aimed At Local-Billed Customer Business**

DUNCAN, S.C. – April 19, 2005 – TCI Tire Centers Commercial Division is launching a new multi-faceted program, named “C3” for Centered on Customer Commitment. The new program is designed to supply local-billed customers with additional service programs to help lower their tire operating costs. All program elements will be launched into the marketplace by June 1, 2005.

“We closely monitor how we work with our customers through surveys and input from the field and the new C3 program is aimed at providing additional tools to enhance their business and provide improved service,” said Randy Gaetz, vice president of commercial sales and marketing, TCI Tire Centers Commercial Division. “The new program includes a service guarantee, a customer information center, a co-branded fuel credit card, a customer referral program, an emergency road service program and extensive national coverage. These options provide our customers with access to new services that will help contribute to their bottom line.”

Elements of the new program include:

The **C3 Customer Service Guarantee** assures that TCI will provide service to its customers within 30 minutes of the established estimated time of the arrival of the TCI service vehicle. If not, the service call is free. In addition, in-shop services are guaranteed to be completed within 30 minutes of TCI’s time commitment or the next service call is free.*

--more--

TCI's **Customer Information Center** is a web-based portal accessed through the TCI website that grants a customer instant online access 24/7/365 to statements, invoices, purchases, retread history and reports enabling its customers to manage one of their most important assets – tire casings.

The co-branded **TCI/Wright Express Fuel Card** offers the Wright Express fuel credit card and all of its advantages to local-billed customers. The fuel card is accepted at 42,000 stations and truck stops throughout the United States and there are no transaction charges, just a \$2.00 per card monthly fee. Customers receive detailed statements and reporting options along with access to the Daily Best Fuel Price Web site, which allows fleets to immediately identify the lowest diesel fuel price of the day in their markets.

A TCI **Customer Referral Program** provides tangible rewards in the form of TCI merchandise to those local-billed customers who refer TCI to colleagues in their community.

TCI's **Emergency Road Service** program supplies emergency road service through its relationship with TCI Commercial Service Centers 24/7/365. TCI has national coverage through its 113 commercial locations in 39 states and agreements with non-TCI service organizations in other states.

"The C3 program raises the level of commitment that TCI is making to the commercial truck tire service business," Gaetz said.

--more--

Headquartered in Duncan, S.C., TCI is a wholly-owned subsidiary of Michelin North America, Inc., specializing in commercial truck tire sales and service solutions, as well as wholesale distribution of passenger and light truck tires. TCI supports its truck and earthmover customers from its 113 commercial locations with a fleet of 700 equipped service vehicles. The company also operates 13 state-of-the-art Michelin Retread Technologies® (MRT) plants in 11 states. The company employs more than 2,300 in 39 states. Visit TCI online at: www.tirecenters.com.

###

** The TCI Service Guarantee includes the following terms and conditions: TCI must be notified of a missed commitment within 24 hours of the service call. The guarantee is limited to the price of the service call. All other charges apply. The offer is subject to change.*

For more information contact:

Tom Duke (864) 272-3016
tom.duke@jdsouth.com

Christian Flathman (864) 458-5115
christian.flathman@us.michelin.com