

It's time to fight back.

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 77 GALLONS OF GAS — that's what a set of MICHELIN® Latitude® Tour tires for your Crossover/SUV can save you.†
- ABOUT \$200 OR 51 GALLONS OF GAS — that's what a set of MICHELIN® Primacy™ MXV4® tires for your Passenger Car can save you.‡

For more information, go to michelinman.com or visit us today.

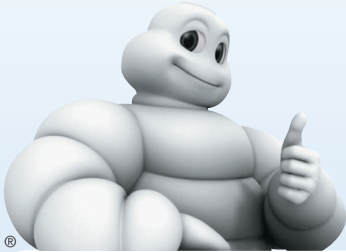


* Over the life of the tires. Rolling resistance testing based on SAE J1269 Industry Practice.

† MICHELIN® Latitude® Tour P265/70R17 113T tires compared to Goodyear® Fortera® featuring Silent Armor Technology™ P265/70R17 113T tires. ‡ MICHELIN® PRIMACY™ MXV4® 215/50R17 91V tires compared to Bridgestone® Turanza® with Serenity™ Technology 215/50R17 95V tires. Calculated Fuel/Cost Savings are approximate estimations based on several variables, not precise measurements; vehicles equipped with four MICHELIN® brand tires, and fuel at \$4 per gallon. Copyright © 2008 Michelin North America, Inc. All rights reserved.

Experience the most fuel-efficient line of tires on the road and enjoy exceptional long-lasting performance with Michelin.*

* Category testing based on SAE J1269 Rolling Resistance Industry Practice.



\$50 Gas Card

with purchase of 4 Michelin tires

\$25 gas card for any other 4 tires. Mail in rebate. No carry outs. See dealer for details. Expires November 15, 2008

Let Delta World Tire fight your fuel expense!

4 tires = \$50 gas card*

Delta World Tire

**deltaworldtire.com
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