



Limited Protection Policy

Thank you for your interest in Vercelli brand tires for your vehicle. We are proud of the quality and performance of the wide range of Vercelli products and we understand that your continued satisfaction is essential to our success.

Eligibility

This Limited Protection Policy applies to Vercelli brand passenger and light truck tires purchased on or after January 1, 2020, or, in the absence of proof of purchase, tires with a manufacturing DOT code reading DOT 0120 or later. Eligible tires are covered by this Limited Protection Policy for up to 60 months from the tire manufacturer date. This Limited Protection Policy applies to the original owner of new Vercelli branded passenger and light truck tires that are operated in normal service, and used on the same vehicle on which they were originally installed according to the vehicle manufacturer's recommendations. Only Vercelli tires purchased and operated in the United States and Canada are covered by this Limited Protection Policy.

What is covered by our exclusive No Questions Asked, 25/365 Free Replacement Limited Protection Policy?

The Vercelli No Questions Asked, 25/365 Free Replacement Limited Protection Policy will fully cover (100% credit) all eligible Vercelli brand passenger and light truck tires should one become unserviceable due to defective workmanship, materials, road hazard or a condition other than those listed below during the first 25% of usable treadwear or one year from date of purchase, whichever occurs first.

Tires not eligible for the No Questions Asked, 25/365 Free Replacement Limited Protection Policy that are removed from service due to a covered condition will be replaced with a comparable new Vercelli brand tire on a prorated basis for a period up to 60 months from the date of purchase or tire manufacturer date, or when the treadwear indicators become visible (worn to 2/32"), whichever occurs first.

What is a comparable tire?

A comparable tire may be either the same line and pattern of tire or, in the event that the tire is not available, a tire of the same construction and quality with a different sidewall or tread configuration. If a higher priced tire is accepted as replacement, the difference in price will be at an additional charge to the owner. Any Vercelli brand replacement tire provided pursuant to this Limited Protection Policy will be covered by the Vercelli Limited Protection Policy in effect at the time of replacement.

Mileage coverage plan

If an eligible tire wears down to the treadwear indicator bars (2/32") and the tire has not delivered the miles specified below, Vercelli will provide a prorated adjustment based on actual mileage delivered. The cost of mounting, balancing and any other service charges including applicable taxes are excluded from reimbursement.

Pattern	Coverage Plan (Miles/Km)	25/365	Workmanship & Materials (Mo.)
Strada I	60,000/100,000	Yes	60
Strada II	45,000/70,000	Yes	60
Strada IV	45,000/70,000	Yes	60
Classic 787	NA	Yes	60

The Mileage Coverage Plan applies only to the original purchaser and the tires have been used only on the vehicle on which they were originally installed according to the vehicle manufacturer's recommendations. The Mileage Coverage Plan does not apply to tires used in commercial applications. Tires that have not been rotated at least every 6,000 miles as evidenced by a completed rotation schedule are excluded. Likewise, tires in service for more than 60 months regardless of mileage attained are excluded.



What is not covered by the Limited Protection Policy?

- Improper operation or maintenance. This includes, but is not limited to, effects caused by improper tire inflation and/or improper load/speed practices and/or improper or insufficient tire rotation.
- Wear due to improper vehicle alignment including but not limited to, uneven, cupping, irregular, spotty and feathering wear.
- Deliberate abuse or vandalism.
- Ride or vibration complaint after the first 1/32" of treadwear.
- Damage due to snow chain usage, improper mounting/dismounting or automotive accident.

Owner's obligations

To make an eligible claim under this Limited Protection Policy, tires must be rotated with the prescribed rotation patterns as recommended by either the vehicle owner's manual or an authorized Vercelli tire dealer. Owner must present an original tire sales invoice indicating the date of purchase, tire description and odometer mileage. Adjustment tires must be presented to an authorized Vercelli dealer and those tires replaced become the property of Vercelli Tires. Installation charges such as mounting, dismounting and balancing as well as any applicable taxes and government-mandated charges on the services rendered at the time of adjustment is the owner's responsibility. Adjustment claims must be completed on an approved claim form, supplied by an authorized Vercelli dealer, and submitted at time of adjustment.

What are your legal rights?

No Representative or Dealer has authority to make any representation, promise or agreement on behalf of Vercelli, except as stated herein.

Any tire, no matter how well constructed, may fail in service or otherwise become unserviceable due to conditions beyond the control of the tire manufacturer. Under no circumstances is this Limited Protection Policy a representation that a tire failure cannot occur. This Limited Protection Policy gives you specific legal rights and you may also have other rights that vary from state to state or province to province.

Disclaimer: This Limited Protection Policy is in lieu of, and Vercelli Tires hereby disclaims, any and all other Limited Protection Policies and representations, express or implied, including without limitation any Protection Policy of merchantability of fitness for a particular purpose, and no other Limited Protection Policy or representation of any kind is made by Vercelli Tires or shall be implied by law. This Limited Protection Policy is subject to change without notice.

Limitation of damages: In no event and under no circumstance shall Vercelli Tires be liable to the buyer for any indirect, special, incidental, consequential, lost profit, loss of business, loss of goodwill or reputation, punitive or other damage, cost (including for replacement transportation), expense or loss of any kind. Some states and provinces do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you.

Vercelli tire care and maintenance guide:

Proper inflation pressure is essential for optimum tire performance, safety, and fuel economy. Check for proper inflation pressure at least monthly while tires are cool, as tires will warm up from use after a number of miles so it is best to check before driving. Use a quality handheld accurate air pressure gauge. It is best to occasionally have your Vercelli tires inspected by a professional tire shop, as it is difficult to tell just by looking at radial tires whether they are under-inflated or over-inflated. Furthermore, when operating a vehicle equipped with radial tires, it is difficult to notice when a tire has gone flat or nearly flat since the handling of the vehicle may not deteriorate significantly. Remember to always maintain inflation pressure at the level recommended by the vehicle manufacturer as shown on the vehicle placard, on the vehicle certification label or in the vehicle owner's manual.

Evidence of air loss or repeated under-inflation always requires expert inspection to determine the source of leakage and tire removal to determine reparability. To avoid injury, NEVER attempt to re-inflate a tire that has been in operation severely under-inflated. Progressive air loss may result from a variety of conditions such as punctures, cuts, curbing, impacts or partial bead unsealing. Some installation or fitment causes for air loss are (1) incomplete bead seating, (2) tearing of the tire bead caused by a machine tool due to insufficient lubrication or improper adjustment, (3) leaking valve core or rubber valve components. These should be corrected or replaced when problems are detected and/or whenever tires are replaced.

Under-inflation is the leading cause of tire failure and may result in severe cracking, component separation or complete loss of air. Under-inflation reduces tire load carrying capacity, allows for excessive sidewall flexing and increased rolling resistance, resulting in potential heat build-up and mechanical damage. Maintaining proper inflation pressure is the most important thing you can do to help promote tire safety, durability and maximize tread life.

Over-inflation will deteriorate ride quality, reduce braking ability and generate unwanted vibration. Over-inflation also increases the chances of impact damage.

Don't overload your vehicle

The maximum load capacity stamped on the sidewalls of P-metric tires is reduced by ten percent when used on a light truck, utility vehicle or trailer. Never fit P-metric tires to light trucks that specify LT-type replacement tires.

