

BFGOODRICH LAUNCHES ITS FIRST EVER TRUCK AND BUS TYRES IN THE UK AND IRELAND AS IT GOES GLOBAL WITH ITS RANGE

STOKE-ON-TRENT, UK, November 22, 2017 — BFGoodrich will introduce its first ever tyre range for trucks, buses and coaches in the UK and Ireland, offering customers quality fitments at affordable prices.

The company, most famous for its off-road specialism, sells more than 1.6 million tyres per year to the commercial vehicle market in all territories across the world – previously except Europe.

However, that's all set to change in January 2018 as BFGoodrich's commercial vehicle tyre arm goes global with its extensive range of 54 steer, drive and trailer tyres available in 17.5", 19.5" and 22.5" fitments being launched Europe-wide.

The range will be targeted at all segments of the truck, bus and coach tyre market – from long distance and regional to on/off road and urban.

BFGoodrich's drive axle tyres are predominantly 3PMSF (Three Peak Mountain Snowflake) certified, guaranteeing a minimum level of performance in winter conditions, proven by a standardised test conducted on snow – assuring fleets' grip and mobility year-round. All tyres are marked M+S.

Guy Heywood, Commercial Director at BFGoodrich for the UK and Ireland, says: "This is one of the most significant new brand launches into the commercial vehicle tyre market for years. We're offering operators an exciting, high quality new product, available from the widest possible network of tyre dealers.

"The breadth of our range from launch means there will be a BFGoodrich tyre to fit pretty much every requirement on the market. Crucially, this means operators can adopt a single brand strategy, with complete confidence there will be a BFGoodrich tyre to meet all of their needs."

The new tyres have been designed, developed and tested to meet high expectations, but BFGoodrich is demonstrating its commitment to quality by offering customers a '100% Satisfaction Guarantee'.

That means those who aren't fully satisfied within 100 days of their new BFGoodrich tyres being fitted can return them to the manufacturer and receive a refund for the value of the remaining tread depth.

Heywood explains: "It's a demonstration of the confidence we have in our products, and means fleets can fit our new tyres without risk."

The BFGoodrich range will comprise three key products – Route Control, Cross Control and Urban Control – to cover all areas of the market.

BFGoodrich Route Control tyres offer long lasting performance for the general haulage and coach market and are adaptable to meet operators' needs; BFGoodrich Cross Control is a robust, high-grip tyre for the construction industry – particularly suited to tippers and mixers; and BFGoodrich Urban Control is a low-noise tyre specifically designed for local service buses. It boasts additional sidewall protection and is equipped with sidewall depth indicators and an RFID Chip for tyre maintenance and inventory management.

The new BFGoodrich commercial vehicle tyre offer will be launched and commercially available in January 2018 across a European network of more than 3,000 professional dealers.

BFGoodrich is best known as being the world leader in off-road tyres for more than 100 years. The company began manufacturing tyres in Akron, Ohio, in 1870 and has been manufacturing truck, bus and coach tyres for more than 80 years.

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About BFGoodrich®

With more than 100 years of heritage, BFGoodrich® is dedicated to providing high performance tyres for those who have a passion for driving in virtually any environment. Combining technical expertise with 45 years of motorsports experience, BFGoodrich delivers tyres for a full range of driving experiences from ultra-high performance street to off-road terrain with one common theme – extreme performance. Come upgrade your performance with BFGoodrich and see where our tyres can take you at www.BFGoodrich.co.uk

Media Contact:

Dave Johnson
BFGoodrich Press Office
Tel: + 44 (0) 1782 402341
Email: d.johnson@michelin.com

James Keeler or Rebecca Gleave
Garnett Keeler PR
Tel: + 44 (0) 208 647 4467
james.keeler@garnettkeeler.com / rebecca.gleave@garnettkeeler.com

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