

Stoke-on-Trent, August 31, 2018

Repeat order for Kensham Farms after Michelin AxioBib tyres excel on abrasive soil

The 'exceptional grip' and longer life of Michelin AxioBib tyres has seen Chiltern-based Kensham Farms return to the manufacturer for an identical replacement set.

The first set of IF 600/70 R30 and IF 800/70 R38 tyres were fitted as original equipment on a John Deere 8360R tractor purchased as new in 2013.

They returned more than 3,000 hours of work over five years on Kensham Farms' high horsepower heavy cultivations tractor, pulling a variety of equipment including a four-metre Sumo cultivator, a six-metre Horsch Joker cultivator and eight-metre Horsch Pronto seed drill and a seven-furrow on land fully-mounted plough.

Charlie Edgley, Managing Partner at Kensham Farms, says: "We experienced exceptional grip from our first set and have never seen a set of tyres last this long. We have many steep fields and our abrasive soils have a lot of flint, so wear and robustness are extremely important.

"We've used a mixture of Michelin and competitor tyres for 10 years. But after seeing the performance of the AxioBibs on our challenging terrain, we will be sticking to just Michelins for the foreseeable future."

The tyres can operate at low pressures as they feature Michelin's patented Ultraflex technology, allowing the tyres to carry the same load at lower pressures, or heavier loads at the same pressure, in comparison with conventional agricultural tyres – a major factor for Kensham Farms.

Edgley adds: "The performance features of the AxioBibs were really important for us as we wanted lower compaction when drilling and more weight carrying capability at a lower tyre pressure due to the farming work we specialise in."

The replacement tyres were supplied and fitted by Michelin Exelagri dealer Farol Tyres at Milton Common, Oxfordshire. Tom Gerring, Group Tyre Manager at Farol Tyres, says: "We're proud to be part of the Michelin Exelagri network. It gives our customers, like Kensham Farms, the reassurance that they are dealing with agricultural tyre experts."

Kensham Farms is a family-run partnership established in 1955, covering 2,600 acres. They grow crops including barley, milling wheat, oats, triticale and oilseed rape.

For more information about the range of Michelin farm tyres available visit <http://agricultural.michelin.co.uk> or tweet @MichelinAgriUK.

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Michelin, the leading tyre company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tyres, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 171 countries, has more than 114,000 employees and operates 70 production facilities in 17 countries which together produced around 190 million tyres in 2017. (www.michelin.com)



<http://twitter.com/MichelinAgriUK>



<https://www.youtube.com/user/AgMichelin>

For further press information please contact:

David Johnson, Michelin Press Office

Tel: + 44 (0) 1782 402341 Email: d.johnson@michelin.com

Ian Collier or Rebecca Gleave, Garnett Keeler PR, Inver House, 37-39 Pound Street,
Carshalton, Surrey, SM5 3PG

Tel: +44 (0)20 8647 4467 E-mail: ian.collier@garnettkeeler.com or rebecca.gleave@garnettkeeler.com

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