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Michelin Flexelagri finance programme funds tyres worth more than £1.3 million

Michelin has financed more than £1.3 million in agricultural tyres and rims across the past 18 months with its 0 per cent finance credit scheme – helping more than 270 farmers benefit from the company's premium fitments.

Launched in early 2013, the Flexelagri finance programme helps qualifying farmers and contractors from the UK purchase agricultural drive, materials handling and trailer tyres; spreading the cost over 24 monthly payments at a 0 per cent finance rate. The specialist wheel rims required for Michelin's range of Ultraflex technology tyres can also be purchased through the offer.

After the programme's success in 2013, Michelin expanded the offer to include wheel rims in 2014, before adding the full Kleber range of agricultural tyres last year.

Barry Read, owner of Northern Ireland's Read Agri Contracts, harnesses the programme to finance replacement tyres for his fleet, which includes eight Valtra tractors, one Manitou telehandler and a Krone Big M 420 self-propelled mower.

He says: "Michelin's Flexelagri finance programme is an excellent way to manage cash flow, and allows us to invest in premium tyres without having to find the initial up-front cash. With Flexelagri's interest-free option I can buy precisely the tyres I need, not simply what I can afford at the time.

"From experience, fitting budget tyres is a false economy, as the money you save at the outset is quickly lost to the need to replace failed tyres sooner than anticipated."

Tobermore-based Exelagri-accredited dealer JB Tyres supplies all Read Agri Contracts' tyres, which includes a mix of Michelin MachXBib, MultiBib and OmniBib fitments.

Sales Manager at JB Tyres, Phillip Armstrong, adds: "We've seen incredible uptake of the credit offer since it launched – particularly as budgets have become tighter, and farmers look to help machinery reach its full performance potential. Although the initial cost of tyres can sometimes put farmers off, they're becoming savvier about the positive impact premium tyres can have on yields and long-term expenditure.

"Thanks to this offer, in addition to benefitting from premium fitments, farmers can also afford to purchase multiple tyres for their machines, ensuring they always have the correct tyres for each application."

Michelin's Flexelagri finance offer covers the company's full range of agricultural and materials handling tyres, including its patented Ultraflex technology tyres, which are designed to run at lower pressures than conventional tyres, without compromising on load capacity. The range boasts improved traction on dry and wet soil, minimised ground compaction for higher yields, a larger footprint and enhanced fuel economy.

The full Ultraflex technology range includes AxioBib, XeoBib and YieldBib tyres for tractors, SprayBib tyres for agricultural



sprayers, CerexBib tyres for combines and forage harvesters and CargoXBib High Flotation tyres for trailers.

To qualify for the interest-free Flexelagri payment plan, a single Michelin or Kleber transaction must total at least £3,000, but less than £20,000. All tyres must be purchased through one of Michelin's participating Exelagri-accredited dealers and all transactions are subject to credit checks. The sum is payable in 24 monthly direct debit payments and a £100 processing fee paid directly to BNP Paribas is applicable.

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

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Michelin, the leading tyre company, is dedicated to sustainably improving the mobility of goods and people by manufacturing, distributing and marketing tyres for every type of vehicle. It also offers innovative business support services, digital mobility services and publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 112,300 employees and operates 68 production plants in 17 countries. The Group also has a Technology Centre, responsible for research and development, with operations in Europe, North America and Asia. (www.michelin.com)



<http://twitter.com/MichelinAgriUK>



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

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