

Stoke-on-Trent, May 08, 2019

## Free Michelin technical advice helps RP Worth & Son unlock tyre performance boost

Spalding-based RP Worth & Son, which farms more than 1,000 acres of wheat and potatoes, has unlocked a major improvement in tyre performance after acting on the recommendations of its local Michelin Account Manager.

Ian Whitwell visited the customer to provide tyre advice for the farm's Fendt 722, which was operating on an old set of narrow duals – and not delivering the performance Farm Manager John Palmer needed.

He suggested converting the Fendt to the latest generation Very High Flexion (VF) tyre technology, specifying a set of Michelin AxioBib 2 VF 650/65 R42 rears and VF 540/65 R30 front tyres. Supplied and fitted on new wheels, the AxioBib 2s can run at very low pressures to limit soil compaction and crop damage in the field.

Palmer explains: "We've seen a vast improvement in performance since fitting the new tyres. Previously, the tractor was sinking into the ground and not getting good traction; plus, it was tricky to match the right pressures to the load.

"The combination of Ian's help and the new AxioBib 2s has been transformational. We're now covering 30 per cent more ground in a day and treading much more lightly to protect our soil."

RP Worth & Son has already clocked up more than 400 hours operation on the new Michelin tyres, and expects them to remain in service for the tractor's remaining three-year life on the farm.

Commenting on the advice from Michelin, he adds: "Having Michelin come out to see our machine on site and provide tailored advice has been worth its weight in gold. Once Ian talked me through his recommendations, it made total sense; he knows everything there is to know about farm tyres!"

Michelin has a team of specialist agricultural account managers and technical manager who visit customers across the UK and Ireland, providing technical advice to support the specification and setup of Michelin fitments on everything from tractors and sprayers, to telehandlers and trailers.

The AxioBib 2 range incorporates Michelin's patented Ultraflex technology and is designed for 160hp to tractors over 500 HP – bridging the gap between the existing XeoBib (120hp – 220hp) and replacing AxioBib (300+hp) ranges. The new tyres also stand out for their Narrow Rim Option (NRO) markings on the sidewall, which confirm their higher load capacity without the need for farmers to upgrade to wider wheel rims.

Michelin has designed the AxioBib 2 line-up to provide excellent traction for heavy machinery, with the ability to run at very low pressures to minimise soil compaction and crop damage in the field.

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

## Ends

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://www.michelin.com))



<http://twitter.com/MichelinAgriUK>



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

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