

Stoke-on-Trent, July 14, 2020

Michelin YieldBib tyres help potato farmer keep crop in top shape

FG Pryor & Son has chosen an identical set of VF 380/85 R34 149A8/B TL Michelin YieldBib tyres for its Bateman RB35 sprayer, after being hugely impressed with the performance of the original equipment rubber.

The sprayer is primarily used to support potato and cereal crops on Colwyn Farm, in Truro, Cornwall, with Michelin Exelagri dealer Geoffrey Harris Tyres selected to supply and fit the replacement tyres.

“We have found the YieldBibs to perform really well for us and we had no hesitation in going back for another set,” says Warwick Pryor, driver and farmhand at FG Pryor & Son.

Commenting on their performance, he adds: “They have a very high load rating for their size, particularly when you consider how narrow they are. Compared to other tyres of the same size on the market, the YieldBibs travel much better in the tramlines, which helps us to protect the soil and limits the damage to the crops.”

YieldBib tyres benefit from patented Ultraflex technology, meaning they can carry the same load as a standard technology tyre, but with up to 40 per cent reduced inflation pressure and without compromising on robustness. They also boast Very High Flexion (VF) casings, giving a 24 per cent larger surface footprint which helps to spread the machine’s weight over a larger surface area for less ground compaction.

To retain optimal tyre performance benefits, the VF 380/85 R34 149A8/B TL YieldBib can carry up to 3,250 kgs per tyre, working at a maximum speed of 50 kph, when inflated to 23 psi.

Other key features include stubble-deflecting lugs and an anti-stubble belt in the tread area, designed to strengthen the main zone at risk of damage caused by stubble, bolstering the tyres’ durability.

“The YieldBib tyres give a really comfortable ride both in the field and on the road,” explains Pryor. “We’ve used competitor tyres of the exact same size on other sprayers in the past and they just seem to disturb the ground and damage the crops more than the YieldBibs.

“We’ve run a lot of Michelin tyres over the years; it’s a quality brand, so you know what you’re going to get and the level of service we receive from Geoffrey Harris Tyres has always been first class. We utilised their latest cashback offer to purchase this latest set, so it’s great value for money.”

Liskeard-based Geoffrey Harris Tyres is a longstanding member of the Michelin Exelagri network, which recognises the dealer’s proven agricultural tyre expertise. Membership involves passing a rigorous quality audit which ensures Exelagri dealers can offer the support needed to help farmers extract the maximum performance from their tyres. Michelin always advises its customers use this bespoke service to ensure the appropriate tyres are fitted for every individual operation.

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

Ends

Michelin, the leading mobility 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 a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has more than 127,000 employees and operates 69 tyre production facilities which together produced around 200 million tyres in 2019. (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

Dan Jones or James Keeler, Garnett Keeler PR, Inver House, 37-39 Pound Street,
Carshalton, Surrey, SM5 3PG

Tel: +44 (0)20 8647 4467 E-mail: dan.jones@garnettkeeler.com / james.keeler@garnettkeeler.com

MICHOHT/250/20