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MICHELIN ROADBIB TYRES GO THE EXTRA MILE FOR COAST-TO-COAST RECYCLING

- First set of RoadBib tyres record double the mileage of any other agricultural tyre Coast-to-Coast Recycling has previously fitted
- The business has significantly reduced downtime and cut tyre costs since switching to Michelin across its fleet of JCB Fastrac tractors and DRT trailers
- MICHELIN RoadBib is specifically designed to provide high performance, longevity and traction on farm machines used intensively on the road.

Coast-to-Coast Recycling has been hugely impressed with the longevity of MICHELIN'S RoadBib tyres, after they clocked up more than double the mileage of any other agricultural tyre it has fitted to its JCB Fastrac fleet.

The Easingwold-based business has just replaced its first set of 600/70 R30 RoadBibs, that were fitted on a JCB Fastrac 4220, having recorded over 60,000 miles transporting waste to and from various sites across North Yorkshire.

The tyres were supplied by local Michelin Exelagri dealer Terry Elsey Tyres, in Malton, on the recommendation of Michelin's local Agricultural Account Manager, Ian Whitwell.

David Coning, Managing Director at Coast-to-Coast Recycling says: "This was the first time we have used the RoadBib tyres and you really can't argue with the mileage they have given us. The first set has lasted twice as long than any other agricultural tyres have done in the past, in this application.

"We run eight trailers, and five JCB Fastracs, moving all types of waste into farms and agricultural sites across the county, so we are clocking up a lot of miles on the road. For this type of work, the RoadBibs are perfect."

Launched in 2018, the MICHELIN RoadBib is specifically designed to provide high performance, longevity and traction on farm machines used



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intensively on the road. The tyres feature a unique tread design comprising 52 tread blocks to maximise traction, coupled with a central spine. This allows 40 per cent of the tyre to remain in contact with the road surface – a 60 per cent increase versus a traditional Michelin lugged agricultural tyre – whilst increasing driver comfort and extending tyre life.

Coast-to-Coast will now look at equipping the rest of its Fastrac fleet with RoadBib tyres as wear dictates. The business is also beginning to utilise the latest generation MICHELIN TrailXBib VF tyres on its DRT trailers.

“We don’t use anything but Michelin on the trailers and the Fastracs are 90 per cent Michelin too,” adds Coning. “The support of the technical team is second to none – if we have a problem, which is very rare, I know Ian will get it fixed for us.

“We used to run a lower cost tyre brand in the past, but the downtime soon caught up with us. Now I know, even if I set off for a job 100 miles from home, I will have zero issues from the tyres. Michelin are by far the cheapest tyre to run – in our experience the total cost of ownership can’t be beaten.”

About Michelin:

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 123,600 employees and operates 71 tyre production facilities which together produced around 170 million tyres in 2020. www.michelin.com

More information on how Michelin assists transport businesses achieve its sustainability goals and run more efficiently can be found at business.michelin.co.uk.



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