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Stoke-on-Trent, UK, October 10, 2023

MICHELIN APPOINTS NEW AGRICULTURAL TECHNICAL CORRESPONDENT

- Tom Saunders promoted to the position from his role as Territory Business Manager.
- He replaces Gordon Brookes who is retiring after a long and distinguished career at Michelin.

Tom Saunders has been appointed as Michelin's new Beyond Road – Agricultural Technical Correspondent.

Saunders has been promoted from his current role of Territory Business Manager to replace Gordon Brookes, who is retiring following 35 years with the company.

In his new position, Saunders will be a direct link between customers and Michelin's research and development team – relaying feedback from the agricultural community to ensure the manufacturer is always on top of current market trends and future demands.

"Michelin prides itself on leading the way in terms of innovation and customer satisfaction," says Saunders. "Working closely with our sales team and our accredited dealer network it will be my job to ensure we always stay one step ahead of our competition. Understanding any potential issues with existing products and, crucially, acting upon new demands for the future, be it tyre sizes or tread designs."

Saunders has been with Michelin since 2009, first joining the company as an Agricultural Account Manager. He has worked in the farm machinery sector his entire career, after gaining a BTEC National Diploma in Agricultural Engineering at Askham Bryan College, in North Yorkshire. Prior to joining Michelin, he was a Fendt Area Sales Manager for AGCO.



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"I have been around farming and farm machinery my whole life and have seen lots of changes in the sector," he says. "This is an exciting and challenging new role where no two days will be the same."

Saunders will report into Carl Williams, Customer Engineering Support Team Manager UK & Republic of Ireland at Michelin.

About Michelin

Michelin's ambition is to sustainably improve its customers' mobility. The leader in the mobility sector, Michelin designs, manufactures, and distributes the tyres best suited to their requirements and uses as well as services and solutions to improve transport efficacy. With its offers Michelin allows its customers to enjoy unique moments when traveling.

Michelin also develops high-technology equipment intended for multiple fields. Based in Clermont-Ferrand, Michelin is present in 175 countries, employs 132,200 people and operates 67 tyre factories that, together, produced approximately 200 million tyres in 2022. (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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