



UK & IRELAND

Stoke-on-Trent, UK, September 24, 2024

MICHELIN INTRODUCES AGRICULTURAL STOCK HOLDING INTO WHOLESALER R. H. CLAYDON

- R. H. Claydon will stock a wide array of Michelin's agricultural tyres at its eight depots
- New agreement aimed to improve Michelin stock availability across the UK

Michelin has appointed R. H. Claydon as an official wholesaler for its agricultural products, helping to support its network of accredited Michelin Exelagri dealers.

The business will stock a range of Michelin farming tyres at its eight strategically placed warehouses across the UK, improving the manufacturer's wholesale coverage in England, Scotland and Wales.

Mark White, Michelin's National Sales Manager UK & Ireland – Beyond Road, says: "In order to enhance and strengthen our existing distribution strategy, Michelin is introducing a stockholding into R. H. Claydon which will complement and support the services offered by our Michelin Exelagri dealers.

"Our goal with this evolution is to ensure improved Michelin stockholding for our agricultural customers."

Products stocked at R. H. Claydon warehouses include those from Michelin's Ultraflex Technology range, such as the MICHELIN AxioBib 2, MICHELIN XeoBib and MICHELIN TrailXBib tyres. Designed specifically to operate at lower than standard tyre pressures, these products help to protect the health of the soil and improve farmer's yields in the process.



UK & IRELAND

Mick Claydon, Managing Director at R. H. Claydon, says: “Michelin is known across the globe for developing products of exceptional quality, packed with the latest technologies to help the end user get the very best from their machinery.

“We are excited to be working with them under this new agreement, helping to make these tyres more widely available to farmers and contractors across the UK.”

Founded by Roy Claydon in 1953, R. H. Claydon has been providing a nationwide service as a specialist wholesaler for more than 70 years. It supplies stock to the tyre trade using its own fleet of vehicles from its warehouses in Bury St Edmunds, Carlisle, Falkirk, Handforth, Launceston, Scunthorpe, Swindon and Tunbridge Wells.

About Michelin

Michelin is building a world-leading manufacturer of life-changing composites and experiences. Pioneering engineered materials for more than 130 years, Michelin is uniquely positioned to make decisive contributions to human progress and to a more sustainable world. Drawing on its deep know-how in polymer composites, Michelin is constantly innovating to manufacture high-quality tyres and components for critical applications in demanding fields as varied as mobility, construction, aeronautics, low-carbon energies, and healthcare. The care placed in its products and deep customer knowledge inspire Michelin to offer the finest experiences. This spans from providing data- and AI-based connected solutions for professional fleets to recommending outstanding restaurants and hotels curated by the MICHELIN Guide.

MICHOHT/324/24