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MICHELIN'S ULTRAFLEX TECHNOLOGY TYRES HELP HYDE PARKER FARMS PROTECT ITS SOIL AND BOOST YIELDS

- The arable farm has specified its New Holland T7.340 prime moving tractor with MICHELIN AxioBib 2 tyres
- The decision is part of an on-going strategy to limit soil damage and boost sustainability
- Running the tyres as low as 10 psi, the farm is expecting to maintain yield levels at 95 per cent

Hyde Parker Farms is getting the optimal performance from its recently acquired New Holland T7.340 HD tractor having specified the new addition on MICHELIN AxioBib 2 tyres.

The Suffolk-based arable farm is running the high-technology VF 620/75 R30 and VF 900/60 R42 fitments as low as 10 psi for secondary cultivations, as part of an ongoing strategy to protect the soil and boost the sustainability of its operation.

Shaun Keal, Farm Manager at Hyde Parker Farms, says: "We have done quite a lot of work, looking at our soil textures and seeing where we can make improvements. We are going down the route of shallow cultivations with low disturbance on the subsoil to try and control black grass, with a move towards some direct drilling as well.

"We wanted quite a lightweight prime moving tractor which saw us opt for the T7. But to get the best from the machinery it's important to have the right rubber. I had seen great results from the previous generation MICHELIN AxioBib range in a previous role so didn't hesitate in specifying the new tractor on these latest generation tyres."



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The AxioBib 2 range benefits from Michelin's patented Ultraflex technology – meaning they can carry considerably more weight than standard farm tyres and operate at very low pressures, minimising soil compaction and crop damage in the field.

The robust VF (Very High Flexion) casing of the AxioBib 2 tyres offer superb endurance, longevity and performance, while also giving a 24 per cent larger surface footprint which helps to spread the machine's weight over a bigger area for less ground compaction.

Hyde Parker Farms' local Michelin Territory Business Manager, Charles Marais, carried out a thorough weighing process, ensuring the tyres will be working at the optimal pressures for each application.

"We have some larger equipment too, primary cultivators, fully mounted subsoilers and heavy cultivation kit for which we pump the tyres up to 14 psi. But running 10 psi on all our secondary cultivations is the key figure we have set out to achieve. We lose very little in yield once you get down to that number," added Keal.

"Once you're up above a bar, you're then getting towards 75 per cent of your potential yields instead of 95 per cent at that lower figure. The early indications are really encouraging. The crops are all in the ground for this year and we have noticed no marks or visible disturbance in the soil which we had done previously."

Hyde Parker Farms grows a range of crops including wheat, barley, oil seed rape and spring barley, as well as a large area of stewardship, in 800 hectares of land in Sudbury, Suffolk.

About Michelin

Michelin is building a world-leading manufacturer of life-changing composites and experiences. Pioneering engineered materials for more



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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.

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