

London, 11 August 2023

MICHELIN CONNECTED FLEET APPOINTS UK SALES DIRECTOR TO SPUR GROWTH PLANS

- Maxime Dupuy will play key role in helping the fleet management services and solutions company to achieve its strategic growth objectives
- UK Sales Director is tasked with expanding MICHELIN Connected Fleet's partnerships with blue-chip clients operating significant fleets of HGVs

MICHELIN Connected Fleet has appointed Maxime Dupuy to the new role of UK Sales Director as part of plans to grow its share of larger fleet customers.

Dupuy has been promoted from National Sales Director for France after five years working for the fleet management services and solutions company. He previously held roles at the car rental and leasing business, SIXT.

MICHELIN Connected Fleet has also appointed James Moulds to the new role of Corporate Sales Manager. He was promoted from Customer Experience Specialist Manager.

Dupuy, 35, will lead MICHELIN Connected Fleet's 30-strong sales and customer experience teams in the UK, with a major focus on securing new business from blue-chip clients running HGV and LCV fleets.

"It's an exciting time for MICHELIN Connected Fleet. My aim is to help accelerate the company's growth and reinforce its role as one of the fastest growing, and most innovative, fleet management businesses," says Dupuy. "To do that, we have to provide even higher standards of service by offering customers tailored fleet management tools and solutions to meet all their needs.

"One major focus is to grow MICHELIN Connected Fleet's partnerships in the HGV market, while supporting continued growth in LCV fleets," he adds. "The data analysis and insights we can deliver from our on-board telematics systems can be of huge benefit to companies operating larger truck fleets, as well as smaller hauliers and own-account operators.

"Everything we do is focused on streamlining our customer's operational costs and efficiencies, optimising fleet utilisation, reducing carbon footprints, and

making operations safer. And the bigger the fleet, the bigger the potential savings.”

Fred Nahon, Vice President Global Sales Europe at MICHELIN Connected Fleet, says: “Having worked closely with Maxime for two years, where he demonstrated strong leadership skills and developed key customer relationships, I know he has all the capabilities to help us achieve significant growth in the UK.”

Dupuy will be based at MICHELIN Connected Fleet’s London offices, reporting to Fred Nahon.

MICHELIN Connected Fleet is on track to achieve its growth targets in 2023, supported by increased investment from Michelin in its sustainability-focused solutions for both LCV and HGV fleets.

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About:

MICHELIN Connected Fleet is Michelin's advanced connected fleet management services and solutions, designed to provide the tools and information fleet operators and managers need to easily manage their fleets on a daily basis, transform their operational efficiency and run sustainable fleets. For more than 20 years, the group has been innovative in sustainable mobility to make it safer, more efficient and more environmentally friendly.

MICHELIN Connected Fleet is committed to understanding customer needs and providing them with pragmatic and quality solutions in the areas that matter most to them: reducing the cost of managing their fleet, increasing productivity, improving driver and vehicle safety, meeting end-customer expectations and ensuring the overall sustainability of their business. More than a supplier, they work as a partner, accompanying companies with recommendations based on mobility data, to give them a competitive advantage. Globally, MICHELIN Connected Fleet customers today represent approximately 300 million journeys per year across Europe, North America and South America – collectively connecting 660,000 vehicles operated by 70,000 customers, spanning 48 countries.

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