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Michelin CrossClimate tyres named Fleet News Best New Product 2016

Michelin's new CrossClimate tyre range for cars and small vans – the world's first summer tyre with winter capabilities – has won the prestigious Fleet News Award for Best New Product 2016.

The award was presented last night (Thursday, 10 March) at the Grosvenor House Hotel in London before an audience of more than 1,500 senior executives from across the fleet industry.

Hailed as a 'game-changer' and Michelin's most important tyre launch for a decade, CrossClimate tyres address an increasingly urgent need among fleets and drivers to feel safer when faced with unstable, unpredictable weather.

Commenting on the significance of the win, Andy Fern, Michelin's Head of Fleet, said: "CrossClimate tyres offer a unique solution to the problem of maintaining fleet safety and mobility when faced with Britain's unpredictable weather. They achieve this without the compromises imposed by so-called 'all-season' tyres, the need to change tyres twice a year or driving on winter tyres in summer.

"Seeing this recognised by Fleet News reinforces how highly these new tyres are regarded. It's also testament to Michelin's annual investment of more than €640 million on R&D and an intensive three year development cycle which made the launch at last year's Geneva Motor Show possible."

Michelin CrossClimate tyres are suited to fleets of all sizes, as well as any private motorists who have a requirement to drive on occasionally snow-covered roads.

By fitting CrossClimate tyres, fleet managers can maximise uptime, road safety and duty of care year-round, while also enjoying the durability, longevity and low total cost of ownership inherent to every Michelin tyre. This helps to reduce the number of wheel interventions, cut fitting costs, improve uptime and negate expenditure on 'tyre hotels' for out-of-season storage.

The new generation of tyres have enjoyed a high profile in the fleet sector since their launch, with major fleets including British Gas and business class car service Addison Lee being amongst the early CrossClimate adopters.

Michelin was one of seven companies shortlisted for the Best New Product 2016 Award, which also included CAP HPI, CheckedSafe, Fleetdrive, R2c Online, RAC Business and TomTom Telematics.

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Michelin, the leading tyre company, is dedicated to sustainably improving the mobility of goods and people by manufacturing, distributing and marketing tyres for every type of vehicle. It also offers innovative business support services, digital mobility services and publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 112,300 employees and operates 68 production plants in 17



countries. The Group also has a Technology Centre, responsible for research and development, with operations in Europe, North America and Asia. (www.michelin.com)

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