

Stoke-on-Trent, February 20, 2017

North West Ambulance Service rapid responders get to grips with Michelin CrossClimate+ tyres

Michelin CrossClimate+ tyres are helping the North West Ambulance Service NHS Trust save money and boost mobility, after selecting the unique summer tyre with winter capabilities for its 160-strong 'rapid response' paramedic fleet.

By rolling-out CrossClimate+ tyres on its mixed fleet of Škoda Octavia and Volkswagen Passat rapid response vehicles, the service is benefitting from the Michelin fitments' year-round reputation for performance, safety, longevity and durability.

Andy Pritchard, North West Ambulance Service Fleet Engineer - Operations, says: "Our priority is to get to the patient as soon as we get the call. It doesn't matter if there's a blizzard, high winds, or torrents of rain – with lives at stake, safe mobility is key. With this change to our tyre policy, we can deliver rapid, expert, lifesaving care wherever it's required."

The Trust's rapid response fleet previously fitted Michelin winter tyres year-round, which was a compromise on wear and performance during summer months. By switching to CrossClimate+, the fleet's tyres will last longer before replacement, which will in turn help to drive down fleet running costs.

Michelin CrossClimate+ tyres offer the benefits of a summer tyre for dry or wet braking, total mileage and energy efficiency, while also boasting the traction and braking performance of a winter tyre, making them perfect for the UK's often unpredictable weather. The tyres also provide excellent traction on snow-covered roads, from the first mile to the last – with little difference in performance as the tyre tread wears down.

The North West Ambulance Service NHS Trust covers approximately 5,400 square miles of Cheshire, Cumbria, Greater Manchester, Lancashire and Merseyside, operating from 109 ambulance stations, and attending more than 952,000 incidents each year.

Pritchard adds: "Our fleet covers a diverse territory, from the Cumbrian hills to the city streets of Manchester, so we need tyres that will help us get to the patient, whatever the weather and road condition, as quickly and safely as possible."

The service's 1,042-strong fleet of mainline ambulances and patient transport vehicles also rolls on Michelin tyres, with tyres fitted exclusively by service provider ATS Euromaster.

The complete Michelin CrossClimate range now features CrossClimate tyres in 14-inch fitments, CrossClimate+ tyres in 15- to 18-inches, and CrossClimate SUV tyres in 16- to 19-inches.

By the end of 2017, Michelin will offer CrossClimate tyres in 95 sizes, with further expansion to come.

Michelin CrossClimate tyres were named *Fleet News*' Best New Product 2016. They also clinched the *Van Fleet World* Innovation



Award 2016, and won the innovation category of the 2016 *BusinessCar* 'Techies'.

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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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