

PRESS RELEASE

MICHELIN CROSSCLIMATE COOKING WITH BRITISH GAS

(Stoke-on-Trent – July 30, 2015) – Britain's largest energy provider, British Gas, is to fit Michelin CrossClimate tyres to its fleet of 13,000 commercial vehicles.

Fleet Manager Colin Marriott tested the tyre at its launch event in Geneva, comparing the new technology to Michelin's summer and winter ranges as well as some competitors' all-season tyres.

He says: "I was impressed by the performance of the CrossClimate tyres. On dry roads there was absolutely no doubt they performed as well as Michelin's summer tyres, and they outperformed the winter tyres and all-season tyres by some margin."

He adds: "It was a very easy decision for us to fit these tyres, due to the quality of the product."

British Gas will be asking OEMs to supply CrossClimate tyres on its new vehicles where possible. All replacement tyres will be fitted by ATS Euromaster, which has already hailed the tyre as a 'true game-changer' for the UK fleet sector.

The CrossClimate offers 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 on cold and snow-covered roads – making it perfect for the UK's often unpredictable weather.

After being evaluated by three independent European testing organisations – TÜV SÜD, Dekra Test Centre and UTAC CERAM – the CrossClimate tyre has obtained Three Peak Mountain Snow Flake (3PMSF) approval, meaning it can be used in countries that require special winter equipment at clearly defined times of the year.

The tyre has also earned the top 'A' rating for wet braking on European tyre labels and 'C' for rolling resistance, with a noise rating of 68 decibels.

With a V-shaped tread and self-blocking 3D sipes, the tyre is designed to optimise traction in snow. Described as a "claw" effect, the vertical and lateral waves of the sipes give the tread blocks greater rigidity, while also benefiting longevity, steering precision and general dry road performance due to its ability to resist heat build-up.

The CrossClimate tyre is currently available in 23 dimensions, covering 76% of all car and car-derived van tyres in sizes from 15 to 17 inches, with Michelin to launch additional sizes next year.

Andy Fern, Michelin's Head of Fleet, says: "By fitting CrossClimate, motorists can drive safely the entire year without needing to change tyres. CrossClimate fitments address an increasingly urgent need among business motorists to feel safer when faced with unstable, unpredictable weather."

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About Michelin (www.michelin.co.uk)

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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