

## MICHELIN TYRES REMAIN THE RIGHT FIT FOR DAYS CONTRACT HIRE

(Stoke-on-Trent – September 11, 2015) – UK vehicle leasing, funding and fleet management company Days Contract Hire has renewed a 10-year relationship with Michelin, after choosing to extend its tyre policy by four years based on the brand's continued on-road performance.

Director Aled Williams believes the tyre supply contract with Michelin for 9,500 vehicles, which was first signed in 2005, complements Days Contract Hire's company philosophy, adding premium tyre technology to its mission to offer quality, bespoke client services.

Williams says: "Our clients look to us for guidance on best practice, whether that's on how the driver is performing, how the vehicle is performing or how the tyres are performing. Michelin is recognised around the world as a byword for excellence in tyre technology, and that's why we feel Michelin tyres remain the ideal choice for us.

"Whether you're looking at their proven longevity, excellent total cost of ownership or safety credentials – all those boxes are ticked by Michelin tyres."

Williams adds: "Fitting Michelin will also help our clients save on fuel thanks to their low rolling resistance."

Days Contract Hire operates a mixed fleet of cars and commercial vehicles, fitting a variety of Michelin tyres depending on the customer's requirements.

Replacement tyres will continue to be fitted by ATS Euromaster, which has more than 340 centres around the country, and operates a fleet of approximately 820 service vans – the largest mobile tyre fitting operation in the UK.

Days Contract Hire began trading in 1988, and offers a variety of vehicle funding and fleet management services including contract hire, flexi hire, driver licence checking and many other associated services.

The company is part of the Days Motor Group; founded in 1926, the company now employs around 600 people at several sites across the UK.

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**About Michelin ([www.michelin.co.uk](http://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](http://www.michelin.com))

### **About Days Contract Hire**

Days Contract Hire is one of the leading leasing and fleet management companies offering services across the UK.

Family-owned and run with more than 27 years' experience, Days Contract Hire has gained a reputation for providing a bespoke service to clients. As a result the company successfully operates a vehicle fleet of around 9,500 vehicles, and continues to build on its strong links with manufacturers and service providers.

For more information about Days Contract Hire, visit [www.dayscontracthire.co.uk](http://www.dayscontracthire.co.uk)

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