

ARVAL CELEBRATES BEST TYRE PRESSURE RESULTS YET AT MICHELIN ROADSHOW

(Stoke-on-Trent – December 1, 2015) – The number of employees driving on correctly inflated tyres has hit a new high at Arval, thanks to a series of annual tyre safety awareness events run in conjunction with Michelin.

Results from this year's Michelin 'Fill Up With Air' roadshow revealed that of the 135 employee personal and company cars tested on the day, 73 per cent had all four tyres running at either perfect pressures or within acceptable tolerances. This is an improvement of 41 percentage points since the roadshow first rolled into the contract hire and leasing company's car park in 2008.

Just 17 per cent of the vehicles checked on the day had at least one tyre under-inflated. This figure is significantly below the national average number of vehicles running with at least one under-inflated tyre – calculated by Michelin at 33 per cent.

Andrea Hider, Fleet Manager at Arval – a long-term Michelin customer – says: "Our relationship with Michelin goes beyond simply buying tyres, and the Fill Up With Air roadshow underpins our joint campaign to spread awareness of tyre safety, and ensure vehicles run at the correct tyre pressures. These latest figures emphasise the continuing success of the roadshow, and of the tyre safety education programme that accompanies it."

She adds: "Tyre safety is a high priority for our customers, our company car drivers and our employees' personal vehicles.

"While there is no room for complacency, it's pleasing to see these continually improving results, especially as more vehicles running at the correct pressure means better fuel economy, a smaller environmental footprint, reduced downtime and a declining tyre bill. More importantly, it also means safer driving for all involved."

Michelin's Fill Up With Air roadshow sees staff encouraged to make a quick 'pit stop' during the day. The staff member simply drives under a specially erected awning and has their tyre pressures checked and adjusted for free – without having to get out of their vehicle.

Fill Up With Air events are carried out at a number of Michelin customers around the country, but Arval holds the title as the longest-serving proponent of the scheme, having first welcomed the roadshow in 2008.

"The importance of tyre safety can't be overstated in our business," adds Hider. "It's all about education – about frequently reminding our employees that their tyres require regular checks to ensure optimum longevity, durability, safety and mileage potential."



The company is assisted in this goal by the Michelin Man himself: the car park at Arval's Swindon headquarters features a statuesque model of the Michelin Man – which doubles-up as a tyre pressure machine.

“You can't miss the Michelin Man when you pull into the car park, giving visitors and employees a convenient, and free, method of checking their tyre pressures,” Hider adds.

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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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