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ICFM treads new ground with Michelin

Car and light commercial vehicle (LCV) fleet managers working towards the ICFM's Intermediate and Advanced Diploma Certificates are learning more about the fuel- and cost-saving benefits of a premium tyre policy with help from Michelin.

Michelin became one of the first companies to join ICFM's recently launched Corporate Investor Programme, and the organisation – which is dedicated to furthering the education, recognising the achievements, and advancing the profession of car and LCV fleet management – incorporated advice from the leading fleet tyre provider into its latest 'Masterclass' conference.

That saw Michelin Key Account Manager, Peter Wood, present on the topics of tyre safety, policy choice, EU tyre labelling legislation, tyre data and best-practice advice.

ICFM Director Peter Eldridge says: "Fleet management is a minefield of legal, technical and financial concerns. However, working with major suppliers like Michelin and using its expertise within ICFM events, such as the recent Masterclass on occupational road risk management, means we can offer a level of industry insight and best-practice advice that's second to none.

"The importance of the right tyre choice in ensuring maximum safety, efficiency and long-lasting performance cannot be overstated. With Michelin's help, fleet managers will gain a far better awareness of tyre performance issues, and fully understand the impact which making the right tyre choice can have on a fleet's operating costs."

Wood explains: "When selecting a tyre policy, it's vital that fleet managers and procurement teams look beyond purely up-front cost, and consider all the factors to running a safe and efficient fleet. Getting your tyre policy right can affect a fleet in so many ways – it's not just about stopping distances, traction and fuel efficiency, but additional factors such as increasing uptime, mobility and duty of care."

Formerly known as the Institute of Car Fleet Management, the ICFM was founded in 1992 and connects people involved in car and LCV fleet management. The not-for-profit organisation promotes high standards in fleet management practices, delivers bespoke education programmes, and offers qualifications, including the coveted ICFM diploma in car fleet management. The Corporate Investor Programme is designed to appeal to employers that provide a wide range of products and services to fleets.

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Michelin, the leading tyre company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tyres, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 111,700 employees and operates 68 production facilities in 17 countries which together produced 187 million tyres in 2016. (www.michelin.com)



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