

Stoke-on-Trent, August 24, 2017

South Western Ambulance Service rolls out Michelin CrossClimate+ tyres on 'rapid response' fleet

South Western Ambulance Service NHS Foundation Trust is completing a roll out of Michelin CrossClimate+ tyres across its 200-car 'rapid response' fleet, reducing the number of tyre changes required by its previous winter/summer tyre swap policy.

By fitting CrossClimate+ tyres to the all-Škoda Octavia fleet, the Trust also cuts the cost of using a 'tyre hotel' for out-of-season storage.

Kevin Bartholomew, Fleet Operations Manager, says: "We only take vehicles off the road for safety inspections or maintenance, and the six-week transition period previously required to swap our summer and winter tyres twice a year was incredibly inconvenient. With CrossClimate+, we keep the same tyres on the Škodas year-round, saving time and money."

Michelin CrossClimate+ tyres offer the benefits of a summer tyre for dry or wet braking, total mileage and energy efficiency. The latest generation tyres also offer cold weather and winter performance with improved traction on snow-covered roads, from the first mile to the last – with little difference in performance as the tread wears down.

He adds: "Lives depend on ensuring safe mobility for our fleet, so we simply can't afford for tyre-related downtime or lack of grip in snow, ice and rain to delay us on a call-out. Fitting CrossClimate+ tyres means we can supply expert lifesaving care, whatever the UK's unpredictable weather throws at us."

Covering the counties of Cornwall and the Isles of Scilly, Devon, Dorset, Gloucestershire, Somerset, Wiltshire and the former Avon area – an area equivalent to 20 per cent of the UK – the Trust's fleet operates from 95 ambulance stations and is maintained at 14 workshop sites. All the fleet's frontline vehicles, including its 369 ambulances, run on Michelin tyres purchased through the Crown Commercial Services framework, and fitted by service provider ATS Euromaster.

The South Western Ambulance Service NHS Foundation Trust's fleet covers a population in excess of 5.3 million people, and employs more than 4,000 clinical and operational staff, plus GPs.

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'.

Ends

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)

For further press information please contact:

David Johnson, Michelin Press Office

Tel: + 44 (0) 1782 402341 Email: d.johnson@michelin.com

James Keeler or Rebecca Gleave, Garnett Keeler PR, Inver House, 37-39 Pound Street,
Carshalton, Surrey, SM5 3PG

Tel: +44 (0)20 8647 4467 E-mail: james.keeler@garnettkeeler.com or rebecca.gleave@garnettkeeler.com

MICHF/274/17

