

Stoke-on-Trent, September 18, 2017

Addison Lee unlocks 20 per cent tyre bill saving with Michelin

Business class car service Addison Lee, which operates the UK's largest passenger car fleet, has reduced its annual tyre bill by 20 per cent after adopting a Michelin CrossClimate+ policy, managed by Universal Tyre and Autocentres.

Addison Lee began specifying CrossClimate tyres – the world's first summer tyre with full winter certification – shortly after the product's launch in 2015, keen to benefit from increased vehicle safety and mobility in adverse conditions. But the change in policy has also unlocked longer lasting performance – pushing back tyre replacement intervals, reducing incidences of damage and cutting vehicle operating costs.

Justin Patterson, Head of Operations at Addison Lee, says: "We're currently fitting around 5,000 fewer tyres per year than we did prior to introducing the first CrossClimate tyres.

"We initially upgraded to CrossClimate tyres to give us the reassurance of excellent traction year-round; knowing we can continue to operate in the event of snow-covered roads puts our fleet at a huge advantage over most other taxi and courier firms. The fact the tyres are also proving to be even more robust and lasting significantly longer is the icing on the cake, particularly when you multiply that benefit across a fleet of 5,500 vehicles."

Commenting on the success of the current Michelin CrossClimate+ policy, Simon Wright, Commercial Director at Universal Tyre and Autocentres, explains: "It's our job to propose the best tyre solution for our customers, taking account of all areas of product performance. If that means we can fit fewer tyres then we know we're doing a good job; increasing our customer's mobility and reducing their spend is our aim every time."

CrossClimate+ tyres are unique in the marketplace for offering the benefits of a summer tyre for dry and wet braking, energy efficiency and total mileage, while also boasting the braking performance and traction of a winter tyre on cold, wet or snow-covered roads.

The latest generation Michelin CrossClimate+ fitments also offer improved through-life performance in all road conditions, from the second they're fitted until removal at 1.6mm – with minimal degradation, meaning you have the grip you'd expect down to the last mile.

Addison Lee switched to a Michelin tyre policy in 2014, and began specifying CrossClimate tyres in late 2015. It now actively specifies Michelin CrossClimate+ replacement tyres across its passenger car fleet.

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)

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