

Stoke-on-Trent, May 10, 2018

Ogilvie Fleet rolls out CrossClimate+ across customer's cars to dramatically reduce downtime

Michelin's highly-acclaimed CrossClimate+ tyres have helped boost the efficiency of a key Ogilvie Fleet customer that was losing too much time on the road switching between summer and winter fitments.

Following the success of a CrossClimate trial with Complete Price Eyewear in 2016, Ogilvie Fleet – which has approximately 18,000 vehicles on contract – was quick to recommend the latest version of Michelin's summer tyre with winter capabilities to Wavin, a UK manufacturer of plumbing and drainage products.

The pilot project has proved a major success, culminating with Wavin giving the green light for Ogilvie Fleet – via Kwik Fit – to fit Michelin CrossClimate+ tyres on all 140 of its company cars.

Jim Hannah, Operations Director at Ogilvie Fleet, says: "Swapping the tyres every winter and summer was proving to be a logistical nightmare for Wavin and adding significant cost.

"We proposed the Michelin CrossClimate+ product to them, having proven successful with Complete Price Eyewear. They love the tyre, the flexibility, and not having to change tyres twice a year – which equated to six complete swaps over a three-year contract period. They're now in the process of fitting the new Michelin CrossClimate+ tyres as vehicles come out of the winter tyre programme."

Hannah continues: "For most fleets our climate in the UK does not necessitate switching between winter and summer tyres. Yes, some need guaranteed performance year-round, but CrossClimate+ can deliver this."

Ogilvie Fleet is so enamoured with the CrossClimate+, it's eager for other customers to enjoy the benefits of only running on one tyre all-year-round and avoid the hassles which can be associated with seasonal swaps.

Hannah says: "We have other customers which have moved on to CrossClimate+, but Complete Price Eyewear and Wavin have been specific projects where we've moved the whole fleet in one fell swoop. We expect others to follow."

Ogilvie Fleet has established a strong working relationship with Michelin, with Hannah explaining: "The technical and sales support we get from Michelin has always been fabulous. Although we're not a direct purchaser of tyres – everything we do is via Kwik Fit – Michelin is probably one of the only tyre manufacturers that maintains a relationship with the end user. That's hugely beneficial.

“Plus, when they have new products like the CrossClimate+, they keep us abreast. We’ve chosen Michelin because they’ve worked with us closely and their tyres give us more mileage than competitors.”

Michelin CrossClimate+ tyres stand apart for offering the benefits of a summer tyre for dry and wet braking, energy efficiency and total mileage, while boasting the braking performance and traction of a winter tyre on cold, wet or snow-covered roads. They differ from general ‘all-season tyres’, which can sacrifice top-level performance to work only marginally well year-round.

Michelin is committed to expanding its CrossClimate range, with car and car-derived van fitments available from 14- to 18-inches, expanding to 19-inches during 2018. CrossClimate SUV tyres are available in 16- to 19-inch sizes, and soon increasing to 20 inches. Michelin has also introduced the first Agilis CrossClimate tyres for light commercial vehicles.

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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