

Stoke-on-Trent, June 2, 2020

Evans targets fleet growth in new role at Michelin

Michelin has appointed Andrew Evans to the new role of National Sales Manager B2C – Key Accounts, responsible for a team focused on car tyre sales to fleets and national wholesalers across the UK and Ireland.

Evans, 34, has enjoyed a strong 12-year career at Michelin and was promoted to this new post after three years as Regional Sales Manager B2B, where he headed up a team looking after Michelin's commercial vehicle tyre dealers and fleet customers across Scotland, Ireland and the North East of England.

Previous roles included a year as Internal Sales Manager B2B, and two years as Emergency Roadside Services Manager. He also spent three years as a Customer Training Manager in the world-class Michelin Training and Information Centre in Stoke-on-Trent, after completing the first four years of his career as a Truck Sales Account Manager in the North East.

Commenting on his appointment, Evans says: "It's been a challenging time to take on a new position; normally I'd be out on the road meeting customers and spending time with my team. Instead, there's been a lot of conference calls; but also quality time working on strategy."

Michelin enjoys a significant share of the fleet car and van market, and Evans – in a role which includes being 'Head of Fleet' – is looking for every opportunity to extend this further.

He says: "Many leasing companies recognise our tyres for their long lasting performance and ability to make a significant contribution to their bottom line. Now we want to ensure small and medium-size fleets understand they too can take advantage of the same benefits by specifying Michelin.

"As a proudly customer-centric business, every new innovation we bring to market is designed to fulfil our customers' needs and add value to their operation. Take the significant investment in our Michelin CrossClimate ranges for cars, SUVs and LCVs as an example. These products put us in the best possible position to help customers unlock savings when they switch to Michelin. In the current economic climate, we know that's going to be central to any new policy decision."

Evans will be based at Michelin's head office in Stoke-on-Trent and reports to Pierre-Louis Dubourdeau, Sales Director.

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Michelin, the leading mobility 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 a variety of industries.

Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has more than 127,000 employees and operates 69 tyre production facilities which together produced around 200

million tyres in 2019. (www.michelin.com)

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