

Stoke-on-Trent, June 2, 2020

Michelin places focus on customer centricity with new National Sales Manager team

Michelin has named two National Sales Managers to look after its car tyre business in the retail, wholesale and fleet markets across the UK and Ireland.

The move sees Andrew Evans appointed to the new role of National Sales Manager B2C – Key Accounts, and Andy Aylward take on the new role of National Sales Manager B2C – Territories.

Announcing the appointments, Pierre-Louis Dubourdeau, Sales Director, says: “Michelin is a proudly customer-centric business, and these roles form part of a new flatter structure to help our teams make faster decisions and be more reactive to our customers’ individual needs.

“Ensuring complete customer satisfaction is a top priority at all levels within Michelin; these changes will directly support that.”

Evans, 34, will be responsible for a nine-strong team looking after key accounts, including national wholesalers and fleet customers – an area where Michelin enjoys a significant market share.

He takes on the role after a 12-year career at Michelin, most recently as Regional Sales Manager B2B, with responsibility for commercial vehicle tyres in Scotland, Ireland and the North East of England. Previous roles included a year as Internal Sales Manager B2B, two years as Emergency Roadside Services Manager and three years as a Customer Training Manager in the world-class Michelin Training and Information Centre in Stoke-on-Trent.

Commenting on his appointment, Evans says: “I’m committed to creating a positive experience for customers at every stage, by making it as easy as possible to do business with us and providing the best support for the new innovations we bring to market. Products such as our award-winning Michelin CrossClimate ranges put us in a great position to help customers unlock savings, and in the current climate we know that’s going to be central to any purchasing decision.”

Aylward, 51, takes over an eight-strong team responsible for sales to regional dealers and several hundred independent tyre retailers across the UK and Ireland.

Key to his promotion is the experience gained during the last two years as Retail Programme Manager for the UK and Ireland, overseeing Michelin Quality Centres in the car and motorcycle markets. He also brings more than 32 years of knowledge within Michelin to the role, having previously been Customer Business Development Manager for motorcycle across the UK, Ireland and Nordics, as well as holding roles in customer service, invoicing, IT, sales support and production.

Aylward says: “This new structure gives us the opportunity to take decisions at a local level, ensuring that everything we do will give the maximum support to our dealers. It’s going to give us

more flexibility than ever before, meaning we can build closer relationships with our partners and ensure we are providing the support they need, precisely where they need it.”

Both Evans and Aylward will be based in Stoke-on-Trent, and work alongside Mark Coleman, National Sales Manager – Two-wheel, who has responsibility for the motorcycle and bicycle sectors.

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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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