

Stoke-on-Trent, March 8, 2021

Michelin Agilis CrossClimate switch is an Easi choice for tyre dealer after huge mileage savings

Easityre has moved its fleet of wholesale delivery vans onto a Michelin Agilis CrossClimate policy having found the tyres to last twice as long as rival premium brand fitments.

Operating from two locations in Fife and Tayside, the independent dealer distributes tyres to the motor trade throughout east and central Scotland.

The company traditionally ran its Renault vans on a mix of premium brand tyres. However, it switched to a full Michelin policy having been hugely impressed with the performance and longevity of the Agilis CrossClimate range.

Scott Meechan, Managing Director at Easityre says: “We have a fleet of 26 vans that we use to make deliveries to our customers on a daily basis. Last year, we started running the Michelin Agilis CrossClimates and we were blown away with the results.

“Compared to other premium brands, we’ve found the Michelins to last a lot longer and the drivers noticed a big improvement in terms of performance on the road in all conditions.

“Our vans average around 40,000 miles per year. We were getting about 14,000 miles out of the other premium brands we used, but the CrossClimates are going to give us at least double that figure.”

The Agilis CrossClimate – with its rugged tread pattern – is built to boost safety in all weathers whilst delivering high mileage, impressive robustness, damage resistance and long-lasting performance.

Inspired by the Michelin CrossClimate+ car tyre, the V-shaped tread blocks’ bi-directional self-locking sipes provide cutting edges suitable for winter conditions, whilst maintaining the long-lasting performance of Michelin’s summer tyre range on dry and wet roads.

“The longevity of the Michelins has really stood out for us, as well as the outstanding grip they provide,” adds Meechan. “By switching all the vans over to Agilis CrossClimates, we’re hoping to save money as we’ll be fitting far fewer tyres. Plus, running the tyres for longer means using fewer raw materials, so it’s the right thing to do from a sustainability perspective.”

Easityre is an independent tyre retail company, selling and distributing a wide variety of car, van and 4x4 tyres including economy, mid-range and premium brands.

For further information on the Michelin tyre range visit <https://business.michelin.co.uk>

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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 123,600 employees and operates 71 tyre production facilities which together produced around 170 million tyres in 2020. (www.michelin.com)

For further press information please contact:

David Johnson, Michelin Press Office

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

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

Tel: +44 (0)20 8647 4467 E-mail: dan.jones@garnettkeeler.com / james.keeler@garnettkeeler.com

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