



PRESS RELEASE

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ONTO SELECTS MICHELIN TYRES TO SUPPORT SUSTAINABLE MOBILITY

All-inclusive electric car subscription service Onto is to fit Michelin replacement tyres across its fleet in a move to ensure customers can access dedicated electric vehicle (EV) tyres which support extended battery range, low noise and long-lasting safety – from the first mile to the last.

Rob Jolly, Co-Founder and CEO at Onto, says: “We want to work with a tyre partner which truly understands EVs, the Onto brand and our sustainable mobility strategy. Michelin is already the original equipment fitment across much of the Onto fleet and has one of the broadest ranges of EV tyres on the market. Tyre choice can have a huge impact on EV performance. Partnering with Michelin will ensure we can keep our customers mobile with safe, long-lasting, quiet-running and energy-efficient tyres.”

Chris Smith, Managing Director of Michelin UK, says: “Onto is focused on innovation and sustainable mobility, and they needed a tyre partner which shared that commitment. We’re really excited for this new partnership, and looking forward to helping deliver a great driving experience for Onto customers, fitting the most energy-efficient tyres.”

Michelin’s EV range has been purposely designed to handle the additional weight of battery packs, high torque when pulling away from a standstill, near-silent powertrains and the need to maximise battery range. Key products include the Michelin e-Primacy, which has the lowest rolling resistance in its category, and the Michelin Pilot Sport EV, which enables drivers to confidently enjoy the full performance of their electric sports car.

Onto was founded in 2017 and provides an easy, accessible way for motorists to drive electric cars without the need for long-term commitment. It offers an affordable, sustainable and hassle-free usership experience for driving the latest electric cars, and providing everything from insurance and free charging at more than 11,000 charging stations in the UK, to maintenance and servicing.

For more information, visit on.to and michelin.co.uk.

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)

Onto was co-founded in 2017 by Rob Jolly and provides an accessible, easy and affordable way for motorists to join the EV revolution, without a long-term commitment. In the last four years, Onto’s new and innovative car subscription service has proved a hit with consumers – enabling many to move away from the traditional internal combustion engine. Since 2018, Onto has expanded rapidly, partnering with new charging and electric car providers as more EVs become available to suit all budgets. Subscriptions can be taken out from as little as a month and Onto currently offers 17 models ranging from the 2018/2019 Renault ZOE ZE40 R110 at £339 per month to the 2020 Tesla Model 3 Performance at £999 per month and the 2021 Audi e-tron 55 Quattro Black Edition at £1,299 per month.



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