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MICHELIN TAKES AINSCOUGH CRANE HIRE TO NEW HEIGHTS WITH BLOCKBUSTER DEAL

- Michelin's Connected Solutions (CXS) division now managing all Ainscough Crane Hire's tyre requirements – truck, trailer, van and mobile crane.
- UK's largest crane hire business upgrading to groundbreaking MICHELIN X Crane 2 tyres to boost fuel efficiency and safety.
- New long-term partnership cements relationship that began with management of operator's truck tyres in 2023.

The UK's largest crane hire business has put its trust in Michelin, formalising and extending a relationship that has already delivered high-quality products, improved efficiency and maximised operational uptime.

Working from 30 locations nationwide, the contract covers more than 350 Liebherr cranes – many 16-wheelers – and 199 vans. There are also 135 trucks and trailers, including 40 Scania HGVs operating within the heavy haulage regime.

"Michelin has become our latest highly valued strategic supplier relationship," says Chris Britton, Head of Operations Support at Ainscough Crane Hire. "Being the number one operator in our field, we only go with trusted and number one brands as our suppliers."

Under the expanded deal, CXS is now managing the totality of the operator's tyre requirements via a national network of service providers supplying circa 1,000 tyres annually. The service includes detailed sustainability reporting to aid Ainscough Crane Hire in achieving its ambitious ESG commitments.

Michelin began handling Ainscough Crane Hire's truck tyre requirements in 2023 and demonstrated the value proposition of its technology, with



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MICHELIN X Multi fitments delivering three times the longevity of a premium competitor in a benchmarking exercise. Today, most of the trucks run on 385/65 R22.5 MICHELIN X Multi HL Z steers and 315/80 R22.5 MICHELIN X Multi HD D drives.

As part of the latest chapter in the relationship, the manufacturer is now introducing its market leading MICHELIN X Crane 2 tyre in 445/95 R25 across the operator's heavy crane fleet as older rubber comes to the end of its life.

"The fuel savings of £130 per 10,000km will save us £100,000s across the lifetime of the machines, and reduce their environmental impact. Likewise, the increased load factor of the fitments and the 20% improvement in braking distances really impressed us. It means safety margins will increase, and safety is at the heart of everything we do," says Britton.

The X Crane 2 tyres feature a new tread pattern inspired by Michelin truck tyres to improve braking and grip. A new load and speed index allows 800kg more weight per tyre at 80km/h. The X Crane 2 is also 13.3% more fuel efficient than its main premium competitor – based on tests certified by Dekra – thanks to lower rolling resistance.

Aligning with its sustainability efforts, Ainscough Crane Hire makes use of Michelin's multi life tyre policy for its truck and Nooteboom ballast trailers, the latter wearing MICHELIN XZY 3 fitments. Tyres are regrooved once the tread depth reaches 3-4mm, helping to extend each casing's life in its most fuel-efficient state. Once the regrooved tyres have worn, they are retreaded at the Michelin Remix plant in Stoke. The Remix tyres can then be regrooved.

The company's Mercedes-Benz service van fleet, which comprises a range of models, wears the versatile MICHELIN Agilis CrossClimate.

"As a business we aren't looking for the cheapest deal, but the best value. We are receiving a world class service from Michelin. It has streamlined



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procurement and helped us forecast tyre costs better; it has delivered the right products in the right place ensuring maximum uptime for our cranes; we have a 'best way of working' when it comes to protocols and tyres being fitted at our sites; and we have full traceability of each tyre and an insight into its environmental impact," says Britton.

Ainscough Crane Hire has been supported by Fraser Greer, Key Account Manager at CXS.

Delivering infrastructure works, both public and private, in the manufacturing, defence, telecoms, petrochemical, oil, gas (refinery), power stations, wind farms and emergency response sectors, Ainscough Crane Hire is a major player within the UK's built environment.

About Michelin

Michelin is building a world-leading manufacturer of life-changing composites and experiences. Pioneering engineered materials for more than 130 years, Michelin is uniquely positioned to make decisive contributions to human progress and to a more sustainable world. Drawing on its deep know-how in polymer composites, Michelin is constantly innovating to manufacture high-quality tyres and components for critical applications in demanding fields as varied as mobility, construction, aeronautics, low-carbon energies, and healthcare. The care placed in its products and deep customer knowledge inspire Michelin to offer the finest experiences. This spans from providing data- and AI-based connected solutions for professional fleets to recommending outstanding restaurants and hotels curated by the MICHELIN Guide.

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