

Stoke-on-Trent, December 16, 2016

‘Class of 2016’ graduates from Michelin Tyre Academy

Delegates from the Michelin Tyre Academy ‘Class of 2016’ flew to the company’s Clermont-Ferrand headquarters for the third and final module of the training course, and were rewarded for their dedication with a 4X4 driving experience on a mountain-top track.

Six students from the Academy’s initial 2016 intake were selected for the module by their respective Michelin Auto Professional advocate programme tyre dealerships, which are also all part of the Michelin Certified Centre (MCC) network.

All six had previously attended one or both of the course’s earlier modules – held in Stoke-on-Trent and Dundee, respectively – and flew to France aboard the company’s Michelin Man-branded jet.

The module covered leadership, sales and performance management techniques, and discussed the importance of ensuring an excellent consumer experience – as required by the stringent audit every Michelin Auto Professional dealership must pass to become a Michelin Certified Centre.

The group were also treated to a 4X4 driving experience at a track in the mountains surrounding Michelin’s ancestral home.

Mark Meagher, Retail Programme Development Manager at Michelin, says: “The dealerships of the Michelin Auto Professional network offer the best customer service in the country – and our Tyre Academy course illustrates just how greatly we value this devotion to excellence.

“It’s been incredibly rewarding to see this year’s trainees refine their skills, and as this year’s Tyre Academy class graduate, Michelin will continue to support and guide their training and development as they return home, and in the years to come.”

As well as the training module, the six delegates also enjoyed a tour of the company’s motorsport showroom and purpose-built museum complex, L’Aventure Michelin. The trip also included a visit to Michelin’s Cataroux tyre factory, allowing the delegates to get hands-on experience of the company’s production processes.

Michelin’s Tyre Academy course was launched in June in Stoke-on-Trent, with a module covering the legal issues surrounding tyres, how to provide excellent customer service, and key technical knowledge of tyre sidewall markings and construction.

A second module at the manufacturer’s Dundee factory followed, with content including an in-depth exploration of the technology that goes into Michelin’s safe, durable and high-performing tyres, as well as detailing and analysing the company’s production processes.

For further information on Michelin Certified Centres and the Michelin Auto Professional programme visit <http://www.michelincertifiedcentre.co.uk/>

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Michelin, the leading tyre company, is dedicated to sustainably improving the mobility of goods and people by manufacturing, distributing and marketing tyres for every type of vehicle. It also offers innovative business support services, digital mobility services and publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 112,300 employees and operates 68 production plants in 17 countries. The Group also has a Technology Centre, responsible for research and development, with operations in Europe, North America and Asia. (www.michelin.com)

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