

Stoke-on-Trent, April 20, 2018

Michelin appoints Andy Aylward to head its UK and Ireland car and motorcycle dealer network programme

Andy Aylward has been appointed Michelin's Retail Programme Manager for the UK and Ireland, overseeing its network of more than 80 accredited car and motorcycle dealers, which are each Michelin Certified Centres.

The 30-year Michelin man was previously at the helm of the company's two-wheel retail programme – and he's now looking to replicate his success across the car tyre sector as well.

Aylward, 48, brings a vast breadth of sales, production and customer service experience to the role, and has a clear consumer-focused vision for the growth of the Michelin Auto Professional programme.

He says: "It's vital to look at things from the outside – from the customer's point of view. I want to know what our tyre retailers are looking for to grow their businesses, and therefore what their customers are looking for in a tyre retailer in 2018.

"This will be a programme that works with customers on an individual level. I'm not looking at a heavy top-down approach, I'll be looking from a customer level up – asking them the question, 'What do you need us to do?'

"For instance, a business in Elgin will have very different requirements from one in Knightsbridge. It's important for Michelin to recognise that. I want to ensure our dealer partners always put customer service first, which will enable them to bring in new customers and achieve good retention. It's an approach that will benefit everyone – the customer, the dealer and Michelin."

Dad-of-one Aylward – whose own father spent 42 years working for Michelin – became Customer Business Development Manager for motorcycle across the UK, Ireland and Nordics in October 2014.

He began his long-serving Michelin career as a production worker in the factory before branching out into roles within customer service, invoicing, IT and sales support. Subsequently, he became a car account manager and business development manager.

Aylward will continue to be based at Michelin's UK head office in Stoke, reporting to Helen Ratcliff, Marketing Director for the UK and Ireland.

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Michelin, the leading tyre 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 the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 111,700 employees and operates 68 production facilities in 17 countries which together produced 187 million tyres in 2016. (www.michelin.com)

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MICHMAP/098/18