

Stoke-on-Trent, February 25, 2020

Two-wheel network hears strategy behind move to simplify branding under new Michelin Quality Centre banner

Michelin's motorcycle partner dealers were given an in-depth market review and briefed on the business's strategy for the year ahead at the annual Michelin Two-Wheel Conference.

Twenty-four senior managers and business owners from independent dealers across the UK and Ireland attended the two-day event, which commenced with a conference at The Bike Shed Motorcycle Club London. The following day, they enjoyed a trip to the MCN Motorcycle Show at the London Excel Arena.

The Motorcycle team shared their insight into the company's products, marketing and network plans for 2020 – including the decision to rebrand all Michelin partner dealers under one new banner.

Going forward, the existing programmes – MAP (Michelin Automotive Programme) for car, MEX (Michelin Exelagri) for agriculture and MBP (Michelin Business Programme) for motorcycle dealers – will all be known as Michelin Quality Centres.

"Throughout 2020 we will upgrade the Michelin signage used across our partner dealers," explained Andy Aylward, Retail Programme Manager, Car and Motorcycle Specialists. "This will bring Michelin's UK and Irish dealers in line with the latest Michelin branding, which has progressively changed throughout our business over the last few years."

"We will also take this opportunity to re-name our dealer programmes under a single banner, to simplify the different offers to dealers and help consumers identify centres that carry Michelin's quality approval. We want to remove any potential confusion, so that if a dealer is a member of more than one Michelin programme, they will no longer require duplicate signage."

Accredited dealers will continue to have access to the same benefits enjoyed as MBP members in the past, such as on-site staff training and guidance, plus expert support to strengthen their digital presence.

The Conference also included presentations from Mark Coleman, Motorcycle Sales Manager UK & ROI; Andy James, Motorcycle Operational Marketing Manager UK & ROI; and Christelle Dehlinger, Motorcycle Marketing Manager for the Europe North Region, who gave an overview of the company's global market strategy.

The event was wrapped up with an evening at The Bike Shed, where the dealers were encouraged to share their views and feedback.

The following day, attendees had a chance to view the latest generation products displayed on the Michelin stand inside the London Excel Arena – including the Power Experience range of fast road and track tyres for sports bikes and City Grip 2, the new all-season scooter tyre.



"These events are vital to build and maintain strong relationships with our dealer networks," says Aylward. "We work closely with all our Michelin Quality Centres and it's important they feel part of the wider Michelin brand. They are also great occasions to get feedback which ensure we can best support them in the future."

Ends

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 more than 127,000 employees and operates 69 tyre production facilities which together produced around 200 million tyres in 2019. (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

MICHMQC/114/20

