

Stoke-on-Trent, October 1, 2020

## **Michelin appoints Lee Hulme to drive dealer network programmes in the UK & Ireland**

Lee Hulme has been appointed Michelin's UK Distribution Channel and Programme Manager, in a significant new role overseeing the manufacturer's four accredited dealer networks for the motorcycle, car, agricultural and commercial vehicle sectors.

The move marks a continued focus by Michelin on its popular dealer programmes, which now include 374 accredited locations throughout the UK and Ireland. Previously, its dealer programmes were co-ordinated by separate departments internally.

Hulme, 41, brings nearly 20 years of experience with Michelin to the role, having joined the company in April 2001. His career has included more than five years as a Sales Account Manager between 2010 and 2015, working with some of Michelin's largest regional transport customers. He then joined the head office-based procurement team, initially as an Industrial Services Buyer for two years, before being promoted to Purchasing Manager at the beginning of 2017.

Hulme says: "The calibre of our dealer partners is incredibly high; they have each been hand-picked to represent Michelin and are amongst the best tyre specialists in the industry. My goal is to continue driving the programmes forward, ensuring our partners feel closely aligned to Michelin and have the support they need from us to continue providing the best possible customer experience."

Commenting on the new approach from Michelin, he adds: "In many cases our dealers have grown to represent us in more than one sector, so combining management of the programmes in a single new role will make it easier for our partners to do business with us."

"Looking ahead, I'm committed to ensuring we give each dealer the individual support they need to keep growing with us – backed up by the strength of our local teams on the ground."


Hulme will report to Franz Eckkrhammer, Distribution Development Director for Michelin Europe North, based in Frankfurt.

At the start of 2020 Michelin rebranded its Michelin Business Programme (MBP) and Michelin Automotive Programme (MAP) for motorcycle and car tyre dealers respectively, with its partners now recognised under the Michelin Quality Centre banner. Hulme will also oversee the Michelin Exelagri programme, for dealers which provide a high quality of service for farmers, and the Michelin Service Pro programme, for tyre dealers with specialist skills servicing bus, coach and truck fleets.

For more information about the range of Michelin tyres available visit <https://business.michelin.co.uk>.

**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](http://www.michelin.com))

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