



Press release
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EFFITIRES™ contract a tower of strength for Blackpool Transport

Tourists can ‘pier’ at seaside sights in comfort from Blackpool Transport’s buses thanks to EFFITIRES™ by Michelin solutions, after the operator agreed a five-year renewal of the comprehensive tyre management programme.

The pence-per-mile deal covers Blackpool Transport’s 38 midibuses, 24 full-size single-deck buses and 73 double-deckers, all of which operate from the company’s central depot in Rigby Road. A 10-vehicle ‘reserve fleet’ is also covered under the EFFITIRES™ contract, as are the venerable Leyland Olympian open-topped and Leyland Atlantean AN68 buses maintained as part of Blackpool Transport’s ‘heritage fleet’.

Bob Mason, Blackpool Transport’s Director of Delivery, says: “We’ve enjoyed a close working relationship with Michelin for many years, and appreciate the value for money the premium fitments provide. The company works closely with us to ensure we get maximum longevity, safety and durability from our Michelin rubber, which also helps keep tyre-related downtime consistently low across the fleet.

“The team at Michelin solutions knows our business inside out, and are committed to helping us keep the town’s tourists and commuters alike happy, safe and – crucially – on time.”

Signing up to the EFFITIRES™ solution provides Blackpool Transport with the services of a dedicated team of business support personnel, auditors and technicians, to ensure its tyres are serviced to the highest possible standards and hit every target for safety, reliability, longevity and regulatory compliance.

Mason adds: “Michelin solutions handles everything from a tyre perspective, so the EFFITIRES™ programme promotes peace of mind, as well as cutting down on bureaucratic red tape.”

Michelin solutions will maintain a shared action plan developed with Blackpool Transport to ensure continued harmonised operations, which eases the administrative burden of managing a diverse and busy fleet.

The company will also carry out fleet-wide tyre safety inspections and ensure a productive and responsive supply chain, so Blackpool Transport can continue to fit its Michelin tyres in-house.

The operator’s fleet sports a variety of high-quality Michelin urban bus tyres, which feature reinforced sidewalls to protect against kerbing and cut down on wheel interventions and downtime.



Blackpool Transport will also fit Michelin Remix tyres under the contract – retreaded fitments that provide almost the same performance as new Michelin tyres, whilst protecting the environment as fewer new tyres are manufactured and fewer raw materials are consumed.

As well as its 147-strong bus fleet, Blackpool Transport is also responsible for maintaining and operating the seaside resort's iconic tram services, which first entered operation in 1885.

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About Michelin solutions

Michelin solutions was established as a new company within the Michelin Group in May 2013, replacing the entity previously known in the UK as Michelin Fleet Solutions. It currently employs around 800 people globally and is responsible for in excess of 500,000 vehicles currently on contract. Michelin solutions is dedicated to designing, developing and commercialising solutions for fleets of trucks, buses, coaches, cars and vans. Its solutions are aimed at fleets wanting to improve their efficiency, productivity, and environmental footprint, in a global and customised way.

<http://fleetstreet.michelin-solutions.com/>
<http://news.cision.com/michelin-solutions>



<https://www.linkedin.com/company/michelin-solutions>



<http://twitter.com/michelinsolutio>



<https://www.youtube.com/user/Michelinsolutions>

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