

PRESS INFORMATION

C&J COACH TOURS REDUCES TYRE SPEND WITH MICHELIN MYACCOUNT SERVICE

(Stoke-on-Trent – January 14, 2016) – C&J Coach Tours has signed up to Michelin's new online portal – Michelin MyAccount – and is using the service to reduce its annual tyre spend.

The owner-operator coach tour and holiday company subscribed to the free resource on recommendation of its local ATS Euromaster branch in Colchester, which handles its tyre fitments and servicing. Since then the company has benefited from extra support from Michelin, including offers and additional services.

MyAccount was designed to support commercial vehicle customers across the UK, allowing operators to participate in promotions of their choice, and access cashback promotions, which are paid directly into bank accounts.

Dave Houghton, Company Director of C&J Coach Tours says: "MyAccount is helping us to save both time and money on our tyres. All of our invoicing is consolidated in one place and we're kept informed about any Michelin promotions that would benefit us."

The company has a Michelin tyre policy on its Setra coach, which travels up to 55,000km each year, transporting customers on day tours and holidays across the UK and on to the continent.

"In the past we've trialled other brands but Michelin tyres stand out for their robustness and for offering a much smoother and quieter ride, which is a real benefit for us as customer comfort is our top priority. Michelin tyres seem to last longer than other brands and with MyAccount we're getting an even greater return on our investment," he adds.

Chris Smith, Head of Bus and Truck Marketing at Michelin Tyre plc, says: "Every customer is important to us, from national fleets running hundreds of vehicles to smaller owner-operators like C&J Coach Tours. The launch of MyAccount allows these smaller businesses to unlock the same service and opportunities on offer from Michelin, regardless of fleet size."

Operating from its base in Chelmsford, Essex, C&J Coach Tours is an established company offering day excursions around the UK, coach holidays to mainland Europe and coach hire services.

Fleets can register for Michelin MyAccount in less than one minute by visiting:
<http://myaccount.trucks.michelin.co.uk>

For further information on the Michelin commercial vehicle tyre range visit
<http://trucks.michelin.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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<https://www.youtube.com/user/Michelintrucktyres>

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