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Michelin MyAccount reduces tyre costs for TW Services

TW Services is using a new online portal from Michelin to unlock additional value from its tyres and reduce operating costs.

TW Services is an independently owned waste and recycling company in Kent, which registered for the free service – Michelin MyAccount – to access an additional layer of support from the manufacturer, including tailored offers and services.

Available to all commercial vehicle customers across the UK, MyAccount gives operators the ability to select which tyre promotions they take part in, with resulting cashback promotions paid directly into their bank account for maximum speed and efficiency.

Other features include access to direct contact with Michelin, full use of Michelin's OnCall roadside assistance service, plus a wealth of product and technical data available 24/7. The portal also makes it easy for fleets to register and manage applicable tyres within Michelin's accidental damage and peace of mind guarantee schemes.

Russ Copeland, Workshop Co-ordinator at TW Services, says: "Since we registered for MyAccount we've found it to be invaluable. It's helping us to reduce our tyre bill as we're kept up-to-date with all the latest Michelin offers, meaning we never miss one that would benefit us."

TW Services operates a 100 per cent Michelin tyre policy across its fleet and takes tyre husbandry seriously; with two employees responsible for fitting, servicing and re-grooving its tyres.

Commenting on the company's tyre policy, Copeland adds: "Last year we achieved a 98 per cent re-groove rate across our Michelin tyres, which had a significant impact on overall tyre performance. Now the MyAccount portal is helping us extract even more value from our Michelin policy."

TW Services was formed in 1995 and runs a mixed fleet comprising 19 tippers, 12 skip loaders, 10 artics, 11 trailers, 5 roll-on-roll-off vehicles, 2 refuse collection vehicles, 2 grab lorries and 1 road sweeper. TW Services is a one-stop-shop for all waste solutions, and offers a true "Zero to Landfill" policy. Each vehicle is used intensively five days a week, with average utilisation ranging between 60-90,000km annually.

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/>

Ends

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)



<http://twitter.com/MichelinTruckUK>



<https://www.linkedin.com/company/michelin-trucks-&-buses-tyres-europe>



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

For further press information please contact:

David Johnson, Michelin Press Office

Tel: + 44 (0) 1782 402341 Email: d.johnson@uk.michelin.com

Andy Hemphill or Beth Laws, Garnett Keeler PR, Inver House, 37-39 Pound Street,
Carshalton, Surrey, SM5 3PG

Tel: +44 (0)20 8647 4467 Fax: +44 (0)20 8544 4711 E-mail: andy.hemphill@garnettkeeler.com or
beth.laws@garnettkeeler.com

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