

Stoke-on-Trent, February 29, 2016

## **Michelin tyres deliver cost-efficiency to Hart's content**

Cornwall-based Hart's Haulage has switched to a 100 per cent Michelin policy, after a trial revealed the premium tyres deliver "cost-efficiency, reliability and longevity".

The family-run company, which operates from a depot near the picturesque town of Redruth, previously operated a mixed tyre policy, but made the move to Michelin following a trial with a set of X MultiWay 3D XDE drive and XZE all-position tyres.

"Tyre-related downtime was an issue we wanted to address," says Hart's Haulage Director and founder Neil Hart. "So, we looked at the alternatives, and after we witnessed the improved reliability and extra mileage our test Michelin tyre set offered, we made the switch, and haven't looked back since."

A specialist in hauling aggregates, tarmac, concrete, and providing a muck away service, Hart's Haulage now fits Michelin tyres across its entire fleet, which consists of a mix of 26 DAF, Scania and Volvo tractor units and tipper-bodied rigid trucks, plus tipper trailers and four concrete mixers.

"We're very happy with the service Michelin provides. The Michelin team took the time to get to know our specific business needs, and suggest the appropriate tyres for the job. Now, we simply wouldn't buy any other brand," Hart adds.

In addition to regular visits from Account Manager John Pethick, Michelin's technical team is also helping the company get the most from its tyres. Weighing exercises carried out by Technical Manager Jeremy Wheeler have provided bespoke tyre pressure suggestions for vehicles throughout the company's diverse fleet, ensuring optimal longevity, safety and durability for its Michelin fitments – no matter the application.

ATS Euromaster supplies the company's Michelin X MultiWay 3D tyres – the manufacturer's latest generation regional tyre range, which offers a strong blend of fuel efficiency and mileage performance.

The X MultiWay 3D range also offers an improved resistance to accidental shoulder damage – ideal for the on-road/off-road nature of Hart's Haulage's work.

"Our trucks are often delivering to building sites and quarries, for example. That kind of work requires tyres that can not only handle the rough terrain, but manage just as well on country lanes or motorways. The flexibility and reliability Michelin tyres offer is worth its weight in gold," adds Hart.

As well as its core road transport business, Hart's Haulage also offers plant hire services in all shapes and sizes, ranging from a New Holland tractor and tipping trailer to a 30 tonne Powerscreen Metrotrak mobile jaw crusher – all of which can be delivered and collected using the company's pair of low-loader trailers.



The company is also a regular visitor to the region's many county shows, displaying the pride of the Hart's Haulage fleet: a venerable 1980 Scania 141 V8 – complete with specially-sourced Michelin tyres and period cab-mounted Michelin Man figures.

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://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](mailto: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](mailto:andy.hemphill@garnettkeeler.com) or  
[beth.laws@garnettkeeler.com](mailto:beth.laws@garnettkeeler.com)

MICHT/279/16

