

Stoke-on-Trent, January 17, 2017

Michelin launches geo-locating emergency tyre service app for commercial vehicle drivers

Michelin has upgraded its ONCall breakdown assistance service with the launch of a geolocation app and a new pay-as-you-go facility. Michelin ONCall began as a pilot in the UK and North America, and on the back of its success, is being extended to a further 34 European countries.

The app can be used across the UK and Ireland and is designed to help commercial vehicle drivers access roadside assistance without the potential inaccuracy of trying to pinpoint their location.

It is believed to be the first smartphone tool of its kind to use geolocation technology to link truck, bus and coach drivers with an emergency tyre replacement service. Upon opening the app, users are required to enter their details before the app automatically transmits their location to a UK-based call centre. When users then phone the ONCall team, staff already know their precise location and can swiftly arrange for the closest Michelin Service Pro to attend in the quickest time possible.

App users can access the service with either their ONCall membership details, or by providing their credit card details and requesting a call-out on a pay-as-you-go basis. Crucially, the app has been designed to operate wherever a smartphone has a phone signal – regardless of whether the connection speed is super-fast 4G, or traditional GPRS.

Andrew Evans, Michelin's Emergency Roadside Services Manager, says: "The ONCall app can be used by fleets and businesses of all sizes, with its pay-as-you-go facility meaning operators don't need to have a pre-existing facility in place to request emergency roadside assistance.

"Traditional breakdown services also rely upon a driver relaying their location to a call centre, which then passes the job to a tyre dealer. With the app now pinpointing the location for us, we can get help to exactly where it's needed fast."

Michelin ONCall can provide competitively priced emergency roadside assistance 24/7/365, with call-outs routed to the closest Michelin Service Pro centre with the correct tyre in stock. The service can initially be used by truck, bus and coach operators and the app is free to download.

The app is available to suit the widest range of smartphones. To download the app, visit [Google Play](#) for Android devices and the [Apple App Store](#) for iOS devices.

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>

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