

Stoke-on-Trent, November 17, 2016

## Michelin unveiled as exclusive retread supplier to DTM

Michelin has been contracted as exclusive retread supplier to Direct Tyre Management (DTM).

The four-year deal will see Michelin supply about 20,000 Encore-brand truck tyres a year from its factory in Stoke-on-Trent.

DTM, the leading UK independent tyre management solution provider, manages commercial fleets across the UK to reduce costs and downtime for customers, at the same time as enhancing safety and compliance.

Guy Heywood, Commercial Director for Truck and Bus at Michelin, said: "This is a really pleasing contract win for us. Encore tyres will allow DTM's customers to benefit from UK-made, high-value, high-quality tyres built on high-quality casings that deliver excellent all-round performance. We can't wait to get started."

DTM is part of NRG, a rapidly growing one-stop-shop fleet management group which provides vehicles, service, maintenance and repair across its network of 36 service centres around the country.

Sid Sadique, Group Chairman at NRG/DTM, said: "This is the right agreement for our customers. Our whole business is based on saving our customers money at the same time as removing the headaches of tyre management, and ensuring excellent health and safety practices. This deal with Michelin will help us do exactly that."

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@michelin.com](mailto:d.johnson@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/304/16

