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Press release
29 March 2017

Openfield reaps benefits of Michelin solutions tyre management policy

A co-operative that helps harvest, store, and market crops for more than 3,500 farmers across the UK has boosted its transport fleet's productivity, after appointing Michelin solutions to manage its tyres.

The three-year, price-per-kilometre EFFITIRES™ deal replaces a transactional agreement with a competing premium tyre brand, and covers Openfield's 36 Scania and Volvo trucks, plus a mixed fleet of 46 bulk tipper trailers.

Keith Hughes, Head of Fleet at Openfield, says: "We're a small fleet with a big challenge – transporting crops from members' farms all around the UK. Uptime is key, especially during the busy harvest season, and that's what sold us on Michelin solutions' EFFITIRES™ package: everything is geared towards keeping our fleet on the road, and productive."

Under the contract, Michelin solutions inspects all tyres fitted to Openfield's fleet on a monthly basis, supporting fleet compliance and safety. Inspectors also make tyre servicing recommendations, which helps ensure the maximum longevity from every single casing. As a result, Openfield's trucks and trailers are in the workshop for tyre replacement as little as possible.

UK-wide breakdown cover is also provided as part of the contract – a vital consideration for the co-operative's widespread operations. Hughes says: "Should one of our trucks have to stop due to tyre-related downtime, we simply call it in and Michelin solutions handles the rest. EFFITIRES™ offers peace of mind that should an issue crop up, however unlikely, we've got a support network ready to swing into action."

Openfield fits tyres from the Michelin X Multi range under the contract, which offer maximum versatility and safety on all types of roads. Hughes adds: "Our trucks can be on farm tracks one moment, and motorways the next. We need tyres that can handle anything, and Michelin fits the bill perfectly."

Michelin solutions will manage tyre fitment and servicing via a network of local independent tyre dealers, regional chains, and nationwide supplier ATS Euromaster. This ensures Openfield has access to fast and convenient support, wherever its vehicles may be – and no matter how rural.

As part of the deal, Openfield will also take advantage of the additional layers of rubber built into every Michelin tyre, with Michelin solutions regrooving its tyres to take advantage of their most fuel-efficient state, and retreading worn casings, cutting down on the ecological impact of manufacturing new tyres – an added bonus for the environmentally-minded co-operative.

Formed in 2008, Openfield's team of industry experts and traders use their market knowledge to ensure its farmer members get the most from their harvest, by handling all transport and sale requirements in-house, and allowing the farmers to focus on maximising annual harvest.

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About Michelin solutions

Michelin solutions is part of the Michelin group and was established in May 2013. It currently employs around 900 people globally and is responsible for in excess of 310,000 vehicles currently on contract. Michelin solutions is dedicated to designing, developing and commercialising solutions for fleets of trucks, buses, coaches, cars and vans. Its solutions are aimed at fleets wanting to improve their efficiency, productivity, and environmental footprint, in a global and customised way.

<http://fleetstreet.michelin-solutions.com/>

<http://gk.news/michelin-solutions>



<https://www.linkedin.com/company/michelin-solutions>



<http://twitter.com/michelinsolutio>



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

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