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Michelin solutions secures De Rijke Northern Europe renewal

European transport specialist De Rijke Northern Europe B.V. has appointed Michelin solutions to manage the tyres across a fleet of 160 tractor units and 660 trailers based in The Netherlands, Belgium and UK for the next three years, following a competitive tender which pitched the Michelin brand against several premium competitors.

The EFFITIRES™ contract – Michelin solutions' name for a bespoke tyre management policy – marks the company's third successive retention of the contract since De Rijke first outsourced its tyre management in 2007. It also extends De Rijke's history of fitting Michelin tyres to more than half a century.

Under the new deal, Michelin solutions will manage approximately 4,000 tyres fitted to De Rijke's Northern Europe fleets, with the contract structured to maximise compliance, safety, uptime and fuel efficiency.

Jeroen De Rijke, Chief Procurement Officer and joint owner, says: "It's essential to have good tyres as we can't afford problems on the road. We've built our business around delivering on time, and the whole Michelin solutions team supports us in achieving this promise. Service levels are consistently high, and it shows in the results we achieve together."

Michelin solutions fits tyres from the Michelin X Multi range, which offer optimum versatility and safety on all types of roads. It regrooves tyres to extend tyre life in the most fuel-efficient state, plus retreads worn casings to save raw materials – key processes which enable Michelin solutions to improve sustainability and deliver the lowest cost-per-kilometre for the customer.

De Rijke adds: "Minimising environmental impact is essential to us. Our EFFITIRES™ policy means we fit fewer tyres over the course of a year – plus processes like regrooving help improve fuel efficiency, and reduce our CO₂ emissions."

Michelin solutions conducts a full tyre audit across all De Rijke Northern Europe commercial vehicles three times per year, measuring tread depths, checking for damage or abnormal wear and correcting pressures.

Euromaster, the nominated service partner, attends key De Rijke bases weekly to carrying out routine tyre servicing work. Plus, the Euromaster network provides roadside rapid response in the event of a tyre-related breakdown, ensuring De Rijke vehicles are back on the road swiftly.

The EFFITIRES™ contract is structured on a cost-per-kilometre basis, with Michelin solutions providing expert fleet administration and full management reporting. These reports track key trends including breakdowns per million kilometres, roadside rapid response times, and incidences of damaged tyres.

De Rijke has built a strong reputation in the transport and logistics sector, best known for its carriage of general cargo, dry bulk, containers, flexitanks and groupage work. With depots spanning The Netherlands, Belgium, France, Italy, Spain and the UK, its vast trailer fleet operates both with its own tractor units, and with local sub-contractors.

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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://news.cision.com/michelin-solutions>



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



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

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