

Stoke-on-Trent, May 31, 2017

## JM Gorry & Son switches to Michelin after Remix tyres go the distance

Morecambe haulier JM Gorry & Son has switched to a 100 per cent Michelin policy after a trial set of Michelin Remix retreaded tyres outperformed competing brands' new tyres fitted to identical vehicles.

The family-run company previously fitted a mix of budget and premium brand tyres, switching to Michelin after the Remix tyres – which offer virtually the same performance as a new Michelin tyre, but cost around 40 per cent less – delivered better traction and total mileage than the competition.

Dave Squires, Workshop Foreman at JM Gorry & Son, explains: “The Remix tyres just ran and ran. We looked at how long they lasted and considered how much more we could save by fitting Michelin from new. While the up-front cost is admittedly higher than other premium brands, our calculations showed that if we used all the Michelin tyres' multiple lives, we'll reduce vehicle operating costs in the long term.”

The company provides traction services with its fleet of 44 Volvo FH trucks, hauling cargo for a number of major blue-chip companies. Its tyre requirements are handled by nearby Michelin Certified Centre TRS Tyres, which first recommended JM Gorry & Son trial Michelin Remix to take better control of its tyre budget.

Another key factor in the decision to switch is Michelin's accidental tyre damage guarantee, which Squires describes as “absolute proof that Michelin stands by its products”.

Under the scheme, Michelin promises to refund operators for any accidental damage suffered before a new tyre is 50 per cent worn, provided it has been registered on Michelin's MyAccount web portal within one month of purchase.

Squires adds: “Our trucks work in and around ports and industrial sites, and there's always the hazard of loose debris causing a puncture. The guarantee is an invaluable safety net for our investment.”

JM Gorry & Son also enjoys the support of Michelin's technical team, with Technical Manager Dan Lamb most recently attending the company's headquarters to offer refresher tyre regrooving tuition to its in-house engineers.

After a weighing exercise involving multiple JM Gorry & Son vehicles, Lamb also generated bespoke tyre pressure suggestions for the company, proposing an average reduction of 10 PSI for their drive axle tyres, helping to minimise wear and boost total mileage potential even further.

“Having the support of Michelin's technical team is a real bonus for us,” says Squires. “We're a small outfit, so getting the best from our fleet is vital to running a profitable operation, and tyre performance is key to uptime and reducing operating costs.”



Established in 1969 by Managing Director JM Gorry, JM Gorry & Son Ltd is now a third-generation family business. Operating from its base on the White Lund Industrial Estate, the firm also offers on-site commercial vehicle repair and maintenance services at its in-house workshop.

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))



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