



part of the Michelin group

Press release
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Michelin solutions tyre management contract the perfect recipe for Allied Bakeries

Allied Bakeries' fleet of more than 940 trucks and trailers will continue to run on Michelin tyres for at least the next three years, after renewing its EFFITIRES™ tyre management contract with Michelin solutions.

The agreement covers 100 per cent of Allied Bakeries' mixed DAF, IVECO and Mercedes-Benz fleet of 596 rigid trucks and 150 tractor units, plus 202 Cartwright and Don Bur single and double deck trailers. The fully-managed EFFITIRES™ programme also sees ATS Euromaster nominated by Michelin solutions to continue supplying, fitting and servicing tyres using its nationwide mobile service fleet.

Chris Davies, Fleet Engineer at Allied Bakeries, says: "We've had a Michelin policy for more than 15 years, and the support we get from Michelin solutions is second-to-none. Every member of our fleet management team has a strong technical background and we expect conversations with our suppliers to be at a fairly high level.

"Michelin solutions understands this and really delivers. They fit a premium product which delivers impressive tyre life and performance, backed up by phenomenal service."

The contract sees Michelin solutions' team perform regular inspections to support fleet compliance and safety across all Allied Bakeries depots, backed up by 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 fitments.

Tyres are proactively regrooved by ATS Euromaster technicians, retreaded as Michelin Remix, and then regrooved again to ensure the maximum performance is extracted from each tyre casing. This helps Allied Bakeries to reduce environmental impact, as regrooving extends the life of the tyre in its most fuel-efficient state, whilst retreading means fewer raw materials are consumed. Both processes are also key to Michelin solutions being able to deliver the lowest tyre cost per kilometre for the customer.

Paul Davey, Commercial Director of Michelin solutions, comments: "Allied Bakeries is a flagship customer and the perfect example of one of the country's best-managed own-account fleets. We know precisely what they expect from their tyre contract and we work incredibly hard to deliver on that 365 days a year. We're delighted to have renewed their business until 2020."

The rigid trucks in Allied Bakeries' fleet are responsible for multi-drop store deliveries, each averaging 45,000 miles per year and working on a single-shift pattern. Tractor units and trailers carry out inter-

bakery trucking, with each vehicle being double-shifted and clocking up approximately 80,000 miles per year.

Allied Bakeries works closely with Allied Mills, which mills the flour it needs to bake its products. Together, the two organisations make up Allied Milling & Baking, which in turn is a part of Associated British Foods (ABF) plc. Allied Bakeries is best known for top 10 UK grocery brand Kingsmill, as well as Burgen, Allinson and Sunblest.

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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 320,000 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>



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