

Stoke-on-Trent, July 3, 2017

A Davies Transport cuts downtime and running costs after rolling out Michelin 315/80 tyre policy

Barnsley's A Davies Transport has reduced its running costs across its heavy truck fleet after switching from traditional 295/80 tyres to 315/80 fitments that offer greater longevity, on the advice of Michelin's technical team.

The company has opted for the Michelin 315/80 R 22.5 X MultiWay 3D tyres, which offer them a higher mileage potential than the previous, 295/80 R 22.5 X MultiWay 3D fitments.

Wayne Barber, Workshop Manager at A Davies Transport, says: "We've got a strong relationship with Michelin and trust their technical team implicitly. When they told us we could unlock extra mileage for virtually the same price and guided us towards 315/80's, we didn't hesitate."

A Davies Transport has also commissioned a special 10th anniversary truck on Michelin tyres. The Scania S730 will be showcased at road transport events throughout the summer, before being put to work in the company's busy distribution fleet.

Commenting on its tyre policy, Barber adds: "We used to have problems with frequent tyre-related downtime when we fitted a competing brand of premium tyres, and our roadside assistance bills were piling up. Switching to Michelin tyres cut this significantly, and the product performs really well for us."

A Davies Transport also takes advantage of Michelin's accidental tyre damage guarantee. Under the scheme, Michelin promises to refund the customer 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.

A Davies Transport regrooves its tyres at an on-site workshop, extending tyre life by up to 25 per cent and taking advantage of the additional layers of rubber built into all new Michelin truck tyres as standard. The firm also retreads its worn casings, with Michelin Remix tyres helping to unlock even more value from every premium Michelin casing.

Established in 2007, A Davies Transport started out with one truck, a small office and a 20 ft container to store equipment. Today, the company operates from a 55,000 sq ft facility, and provides haulage and storage services across the UK.

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 enhancing its clients' mobility, sustainably; designing and distributing the most suitable tyres, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips



and travels and make them unique experiences; and developing high-technology materials that serve the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 111,700 employees and operates 68 production facilities in 17 countries which together produced 187 million tyres in 2016. (www.michelin.com)



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

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