

Stoke-on-Trent, July 13, 2017

Michelin “the obvious choice” for DAF dealer’s demonstrator

Customers putting TBF Thompson’s new DAF XF 510 demonstrator through its paces are experiencing the top-spec tractor’s on-road performance at its very best, thanks to Michelin.

The County Antrim-based DAF dealer selected 315/70 R 22.5 steer and drive tyres from Michelin’s X Multi ‘regional’ range as a factory-fitted option for its latest demonstrator.

TBF Thompson Director Alan Espie says: “We want customers to experience the XF at its very best, so we selected leather seats and a range of in-cab options for maximum driver comfort, plus specified premium Michelin tyres as original equipment.

“Tyre choice plays a huge role in getting the maximum performance out of any vehicle, so fitting Michelin was the obvious choice. Plus, as we’ll be looking to sell the XF in about six months’ time, selecting long-lasting tyres that will have many more miles still to run when the time comes was a key consideration.”

The 6x2 44-tonne tractor features DAF’s Super Space sleeper cab and was specified with lightweight alloy wheels and a 17.5” mini mid-lift axle – also equipped with Michelin tyres – allowing TBF Thompson to fit the XF with optional increased-capacity fuel tanks.

Espie adds: “Just like Michelin, we make a point of selling on performance over price, and we’re confident our customers will experience DAF’s flagship tractor at its optimum specification on Michelin tyres.”

By selecting 315/70 R 22.5 tyres over the traditional 295/80 R 22.5 fitments, TBF Thompson is fitting the fastest growing dimension of truck tyre in the UK market. This opens access to the latest tyre technologies, as research and development tends to focus on this larger size first, due to its popularity across Europe.


By specifying Michelin, TBF Thompson can also take advantage of Michelin’s accidental tyre damage guarantee. 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.

TBF Thompson holds the franchise for DAF Trucks in Northern Ireland, operating from its Mallusk headquarters. The company has more than 55 years of commercial vehicle experience, and provides comprehensive sales, service and parts support to DAF operators locally.

For further information on the Michelin commercial vehicle tyre range visit <http://trucks.michelin.co.uk/>

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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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