

Stoke-on-Trent, April 19, 2018

## Michelin announces key UK and Ireland appointments

Michelin Tyre plc has announced key appointments to lead its B2B division covering the agricultural, bus/coach, earthmover, truck and van sectors. This sees Chris Smith, 34, appointed Sales Director B2B; and Helen Ratcliff, 38, named as Marketing Director – both with responsibility for the UK and Ireland.

In his new role Smith will be responsible for all sales operations across Michelin's B2B divisions, using his extensive experience with commercial vehicles to leverage maximum opportunities for Michelin in other industries including agriculture and earthmoving. He began his career at Michelin in 2007, and most recently held the position of Truck & Bus Marketing Director – North Europe.

Smith says: "I'm really excited about the opportunity to lead our sales teams across these key sectors where Michelin Group enjoys a significant share of both the original equipment and replacement markets. My focus is on ensuring Michelin delivers the best possible service to our customers in these key markets."

Ratcliff's new role is all-encompassing, covering the B2B sectors, as well as Michelin's B2C product ranges for the passenger car, 4x4, cycling and motorcycle ranges.

Commenting on her appointment, she says: "I'm really looking forward to heading up the marketing side of the business. The technological advances we are making across every sector and the huge potential of the digital revolution mean this is the start of an incredibly exciting era for Michelin and I'm extremely proud to be playing a part in that."

Ratcliff was previously Marketing Director at Michelin for the passenger car, 4x4 and van ranges.

### 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](http://www.michelin.com))

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