

Stoke-on-Trent, December 10, 2018

Michelin gets Go-Ahead on Effitires contract renewal thanks to green credentials

Go-Ahead, one of the country's largest passenger transport groups, has extended its 21-year relationship with Michelin thanks, in part, to the manufacturer's continuing development of sustainable products.

Michelin were highly placed in Go-Ahead's latest Sustainability Award which grades more than 20 of its largest suppliers on how they can support the group in reducing its carbon footprint, energy consumption, particulate emissions and improving recycling.

The tyre manufacturer operates on stringent development principles which begin with supporting sustainable rubber production, a €640m annual research and development fund to help its products cut CO₂ emissions and reduce fuel consumption as well as promoting initiatives to reduce, reuse, recycle and renew commercial vehicle tyres.

Jim Collins, Go-Ahead's Group Chief Engineer (Bus), says: "All our suppliers are expected to meet certain requirements on environmental issues and sustainability – and these factors were key to us renewing our tyre policy with Michelin.

"They continue to show their dedication to sustainable development which is a fundamental principle of Go-Ahead Group."

The price-per-mile deal will cover around 95 per cent of Go-Ahead's expanding bus fleet – 4,800 vehicles – operating from more than 50 depots around the country with the Effitires contract offering a combination of outsourced tyre procurement and expert management solutions.

The Effitires deal provides Go-Ahead with a dedicated team of tyre management operatives, as well as a predictable tyre budget linked to fleet activity, all of which work together to ensure Go-Ahead's fleet stays on the road and hits targets for safety, reliability, tyre longevity and regulatory compliance.

Collins adds: "We regularly test the market place to see if we are getting the best deal possible for our business. Michelin continues to prove it is competitive on price and we have never had any doubts about the quality of its tyres."

Founded in 1987, Go-Ahead provides more than a billion journeys every year in its bus and rail services. Its bus division has over 5,000 buses serving customers all over the country and internationally. Go-Ahead is London's biggest bus operator and manages commercial businesses through seven bus operators.

Michelin will fit predominantly urban bus tyres across the fleet, with all Michelin X InCity fitments featuring reinforced sidewalls to protect against kerbing and accidental damage, which in turn reduces wheel interventions and downtime.

Go-Ahead Group also specifies Michelin tyres as original equipment on all new vehicles joining its fleet, to ensure they benefit from the same long-lasting tyre performance across all assets.

Ends

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

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 171 countries, has more than 114,000 employees and operates 70 production facilities in 17 countries which together produced around 190 million tyres in 2017. (www.michelin.com)



<http://twitter.com/MichelinTruckUK>



<https://www.linkedin.com/company/michelin-trucks-&-buses-tyres-europe>



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

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