

Stoke-on-Trent, January 30, 2019

## **Armstrong Richardson unlocks huge savings with 100 per cent Michelin policy**

Armstrong Richardson, along with its sister company C&C Horse Transport, is moving its 50-strong truck fleet to a 100 per cent Michelin new and Remix tyre policy, after a side-by-side comparison projected savings of more than £60,000 a year.

The animal feed wholesaler ran the trial following a visit to Michelin's retread factory in Stoke-on-Trent – pitting a set of Michelin Remix X Multi D tyres against a competitor's new fitment on two Mercedes-Benz Actros tractor units.

While the Michelins remain in service and are expected to achieve more than 200,000km after a regroove, the other manufacturer's tyres had to be removed at 134,000km.

With the same Michelin policy rolled out across the fleet, projections show the customer will save more than £17,000 a year in tyre costs alone across both businesses, as a result of fitting far fewer tyres. Plus, it is also expected to save a further £43,000 a year in fuel thanks to the improved rolling resistance of the Michelin X Multi range.

Steve Whitehead, Transport Manager at Armstrong Richardson, says: "The tread pattern on the Michelin trial tyres is still immaculate and our drivers report grip levels have improved significantly. It's also given them more confidence that we have a robust tyre for the regular trips we make to farm sites.

"This is our first experience with Michelin and we've noticed a huge difference in pretty much all areas of performance – the Michelin tyres have given us complete peace of mind that our fleet is running more safely and efficiently."

Under the policy, Armstrong Richardson's worn tyres are returned to Michelin's UK retread factory for remanufacture as Michelin Remix tyres – which deliver almost identical levels of performance as a new tyre, but cost around 40 per cent less.

For each casing returned and accepted for Remix, the firm receives a credit in its casing bank – allowing it to fit a Remix when one of its vehicles needs a replacement tyre.

Once the new and Remix tyres reach 3-4mm of remaining tread they will be removed and regrooved by the local Tructyre ATS technician. This process extends each tyre's life by around 25 per cent in its most fuel-efficient state.

Armstrong Richardson also benefits from the reassurance of Michelin's free accidental tyre damage guarantee, which means the firm is covered for any accidental damage suffered before a tyre is 50 per cent worn, provided it has been registered with Michelin within 30 days of purchase.

North Yorkshire-based Armstrong Richardson is a group of businesses that has been trading since 1925, serving customers across the UK. It specialises in the wholesale of pet and equestrian feed, working alongside C&C Horse Transport, one of the UK's leading international horse transporters, serving all of the UK, Ireland and France.

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 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://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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