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Michelin training programme helps Midland Tyre Services deliver 'best in class' truck tyre management

Midland Tyre Services (MTS) can now offer its customers the best truck tyre management solutions in the market, after its frontline team benefited from a series of in-depth Michelin training courses tailored to its business.

MTS, based in Borris-in-Ossory, County Laois, is one of Ireland's largest and most recognised fleet mobility businesses. Operating 24 mobile service vans, all equipped with the latest tyre management technology – including real-time digital inspection and reporting tools – MTS supports thousands of commercial vehicles operating across Ireland.

Noel Kingston, MTS Chief Executive Officer, says: "A key part of the training was geared around ensuring we were making the most of new digital compliance and KPI reporting tools. Everything we do as a business is designed to help our customers maximise their efficiency, and that means our staff need to be trained in the latest systems, processes and technologies – in order to deal with customers' needs both now and in the future."

The Michelin Training & Information Centre (MTIC) devised a bespoke on-site training plan for MTS, which included teaching all frontline staff the latest health and safety practices. They also completed REACT (Roadside Emergency Action Concerning Technicians) training, as well as learning all aspects of effective tyre management to ensure customers were deriving maximum value from their tyres.

Carl Williams, MTIC manager, says: "As a direct result of this training input, MTS now has 18 tyre technicians who hold both the coveted City & Guilds-recognised 'Truck Tyre Professional Tyre Management' qualification, and also the REACT accreditation. This makes them about as highly qualified as it's possible to be in this sector, with a detailed understanding of how to operate in the most safe and sustainable way.

"Their commitment as a business to investing in training also shows MTS clearly understands the value that training delivers for both staff and customers."

Chris Parle, MTS Operations Director, says: "Although tyres represent 3-5 per cent of a typical transport company's costs, they have a significant impact on just about every aspect of the business including fuel efficiency, environmental sustainability, vehicle uptime, regulatory compliance and the overall customer experience.

"Fleets must also have a relevant and adequate tyre policy in place to ensure all these areas are addressed and monitored and that optimum value is extracted from their tyre-related spend. Completing the Michelin training programme ensures our staff are best placed to help our customers meet those standards and maximise their performance."

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

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Michelin, the leading mobility 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 a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has more than 125,000 employees and operates 67 tyre production facilities which together produced around 190 million tyres in 2018. (www.michelin.com)



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



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

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