

Stoke-on-Trent, March 17, 2020

## Michelin wins back fuel tanker fleet policy within two years

Newton Abbot-based heating oil and fuel specialist Heltor has returned to a full Michelin tyre policy across its fleet of more than 50 commercial vehicles, less than two years after switching to a competing premium brand.

Following the move, Heltor closely monitored the performance of the new tyres against existing Michelin fitments within the fleet, and was able to track the precise tyre cost per kilometre between the two brands.

Heltor's Fleet Operations Manager, Ian Peacock, says: "The change in tyre policy was designed to reduce our vehicle operating costs, but in actual fact we saw our tyre bills rising.

"We compared our new Pirelli fitments versus existing Michelin tyres on like-for-like vehicles, and there was a noticeable difference in performance. The Michelins were consistently delivering around 65 per cent greater tyre life on the drive axle, and more than twice the life on our trailers. You can't argue with that kind of performance advantage."

Michelin is now supplying 100 per cent of all commercial vehicle tyres to Heltor on a 'purchase and supply' agreement, which includes fitting and tyre husbandry carried out by local Tructyre ATS centres in Heathfield, Bodmin and Bridgwater. The centres service Heltor's depots at Heathfield, Plymouth, St Austell, Barnstaple and Wellington. All tyres follow a multi-life policy which includes regrooving and retreading as Michelin Remix tyres – a process which helps to extract the maximum performance from each new Michelin casing.

Since returning to Michelin, the Heltor team has been impressed with the adherence to the new Michelin X Multi policy – including high regroove rates – and the single consolidated invoicing, which wraps up both tyre supply and servicing. This has included use of Michelin's new and easy-to-use online pre-authorisation portal, which allows Heltor to approve each job online – ensuring its monthly bill is aligned to the precise work carried out.

"We've benefited from great support and guidance from Michelin at every stage of the process, from our dealings with local Account Manager Ross Hurford and Tructyre ATS, through to Michelin's back office support team," he adds.

Heltor's fleet comprises both artics and rigid trucks which are on the road up to six days per week – with artics covering an average of 120,000km per year, and rigids between 30,000 and 45,000km.

Heltor specialises in the sale and movement of petroleum products such as spirit, diesel, gas oil and kerosene across the South West of England. It also has a dedicated sales person who can assist with the supply of engine oils, lubricants, greases, coolants, fluids and AdBlue.

For further information on the Michelin commercial vehicle tyre range visit

<http://trucks.michelin.co.uk/>



## Ends

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 127,000 employees and operates 69 tyre production facilities which together produced around 200 million tyres in 2019. ([www.michelin.com](http://www.michelin.com))



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