



Press Release

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Frankfurt-17.3.2021

Michelin enters into partnership with digital freight forwarder, sennder

- **Partnership provides sennder's carriers access to Michelin's suite of tyre solutions on special terms**
- **Michelin and sennder are working to make road freight more cost-effective and less carbon intensive through providing a range of services to fleets**
- **Announcement signifies the start of a long-term partnership between sennder and Michelin**

**Frankfurt/Main/Berlin, 17 March 2021 – Michelin has announced its partnership with sennder, Europe's leading digital freight forwarder, to provide carriers with greater access to Michelin's suite of innovative tyres on special terms.**

The partnership will give sennder's carriers customised access to a suite of Michelin tyres; that are low-rolling resistance, saving fuel consumption and durable, increasing tyre mileage, making journeys more cost-effective and sustainable.

Carriers can choose the tyre best suited to their needs. For example, Michelin's long-haul MICHELIN X<sup>®</sup> LINE<sup>™</sup> range, which offers low rolling resistance, or the new MICHELIN X<sup>®</sup> MULTI<sup>™</sup> ENERGY<sup>™</sup> range that is designed for both short- and long-haul transport and saves drivers up to 1.2 litres of fuel per 100 kilometres.<sup>1</sup>

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<sup>1</sup> Calculation based on VECTO. Vehicle equipped with 315/70 R 22.5 MICHELIN X<sup>®</sup> MULTI<sup>™</sup> ENERGY<sup>™</sup> Z and D, compared to a vehicle equipped with 315/70 R 22.5 MICHELIN X<sup>®</sup> MULTIWAY<sup>™</sup> 3D XZE and XD. VECTO (Vehicle Energy Consumption Calculation Tool) is a simulation program developed by the European Commission and ACEA (European Automobile Manufacturers' Association) to calculate fuel consumption and CO<sub>2</sub> emissions for a vehicle in its entirety.



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As part of the partnership, Michelin will provide sender carriers access to its retreading services that replace the tyres' tread, recycling the casing – reducing wastage and making tyres increasingly cost-effective.

sender and Michelin's collaboration will initially focus on Northern Europe and Iberia, with plans to scale it across other European markets throughout 2021.

Philip Cordes, Michelin Vice President Marketing B2B Europe North, said: "We attach great importance to digital mobility and fleet solutions. In Europe alone, we have 1,000 staff members working on the digital Michelin Services & Solutions portfolio. We are therefore looking forward to working with sender to explore new, innovative avenues." For more than 130 years, Michelin has been successfully developing tyres, services and solutions to improve long-term mobility.

"Our partnership with Michelin is focused on innovation that makes European road freight fit for a sustainable future, benefiting carriers and shippers alike, said Franck Marcaire, Head of Value Added Services at sender.

He continues, "In addition to sender's fast payment terms and exclusive fuel cards, our carriers now have access to premium MICHELIN tyres and services, through a digital hassle-free process. Michelin's retreading services and low rolling resistance tyres fit perfectly alongside sender's digitalised logistics offer that we have built around data and low-carbon fuels."



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### **About Michelin**

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 123,600 employees and operates 71 tyre production facilities which together produced around 170 million tyres in 2020. ([www.michelin.com](http://www.michelin.com))

### **About sender**

sender was founded in 2015 by David Nothacker, Julius Köhler and Nicolaus Schefenacker and is now the leading digital European freight forwarder, offering shippers access to our connected fleet of thousands of trucks. In a traditional industry sender is moving fast and focuses on the digitalization and automation of all road logistics processes. sender manages over 10,000 trucks across Europe with an over 800-people strong team. By leveraging its proprietary technology, sender builds an ecosystem that leads the industry into the 21st century with a new degree of transparency, efficiency and flexibility. sender is backed by some of Europe's leading investors including Accel, Lakestar, HV Holtzbrinck, Project A, Next47, SCG and Perpetual. Additionally, sender joined forces with industry champions Scania and Siemens to assure innovation and state of the art offerings.

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