



PRESS RELEASE

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MICHELIN SEALS NEW EFFITIRES DEAL WITH GREGORY DISTRIBUTION

Gregory Distribution has renewed its Effitires contract with Michelin, citing the total cost of ownership and impressive product quality as key reasons behind extending the deal.

Michelin has been the third-party logistics firm's tyre manufacturer of choice since the 1990s.

The new deal will see Michelin's Services & Solutions team continue to supply and manage the tyres on a fleet of approximately 600 trucks and 1,200 trailers, with individual policies tailored to meet the needs of the business's different contracts.

Fitting and maintenance will be carried out on Michelin's behalf by national service partner Tructyre, alongside some independent Michelin Service Pro dealers.

Andrew Chapple, Head of Fleet, Property and Procurement, at Gregory Distribution says: "Michelin is a trusted partner for Gregory Distribution and the new agreement shows the confidence we have in the brand. We take a long-term view in terms of the whole life cost of our tyres – Michelin offers us a top-quality product and good value for money.

"Our tyre policies are quite wide ranging as we operate so many types of trucks, trailers and tankers on a variety of different contracts – moving everything from palletised dry goods to milk, food products, retail goods and frozen produce. Michelin knows our business very well, ensuring we always have the correct products working on the correct vehicles, helping to improve the performance and results for our customers."

As part of the new agreement, Michelin will be supporting Gregory Distribution as the business looks to reduce its carbon footprint.

The company is currently trialling Michelin X Multi Energy tyres – specifically designed to help regional or national haulage operations reduce fuel consumption – on certain parts of the fleet.

"We haven't got the full results of the trial yet, but the X Multi Energy range is definitely something we are looking at," adds Chapple. "We're always searching for ways to improve the sustainability of our operation and reduce our CO₂ emissions, and we will be working closely with Michelin to help us meet those goals."

Gregory Distribution operates a multi-life Michelin policy, regrooving worn tyres on site once the tread depth reaches 3-4mm. Worn casings are then sent back to Michelin for retreading into Michelin Remix tyres, which offer virtually the same performance as new Michelin tyres. The firm also fits Encore retreads for some of its more rugged, off-road work – which are manufactured alongside the Remix product in Stoke-on-Trent.

Founded in the South West in 1919, Gregory Distribution is one of the largest privately owned transport companies in the UK. Gregory Group comprises the Gregory Distribution business,



ARR Craib Transport, newly acquired Pollock (Scotrans) and its joint venture business Hayton Coulthard Transport. Across the group it operates 1,100 vehicles and 2,000 trailers.

For more information, visit business.michelin.co.uk.

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)

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