



PRESS RELEASE

Stoke-on-Trent, July 5, 2021

NEW MICHELIN EFFITIRES DEAL JUST THE TICKET FOR BUS OPERATOR ROTALA

Continued confidence in the product and a shared focus on sustainable transport has seen Rotala sign a new five-year Effitires contract with the Michelin Services and Solutions team.

The deal will cover the public transport operator's 650-strong fleet of single and double decker buses, as well as 50 minibuses – working across Rotala's four subsidiary bus operations: Diamond Bus, Diamond Bus North West, Hallmark Connections and Preston Bus.

Michelin has been the company's exclusive tyre supplier since 2016, delivering a consistently high level of service that has helped secure the new contract.

Simon Dunn, CEO at Rotala, says: "We have a long working relationship with Michelin. The product is excellent, the durability of the tyres is second to none – we regard Michelin very much as the premier tyre manufacturer in the market. It's exactly the type of brand we want to be associated with.

"The team at Michelin have a superb hands-on approach, their support over the past five years has been invaluable and we are very pleased to be extending our partnership."

The two companies' focus on sustainability has also been a key factor in the renewal. As part of the contract, Michelin will supply their own Remix brand of retreaded tyres, many of which are produced in Stoke-on-Trent. The policy also includes regrooving for all tyres 17.5" and above. Together, these actions help to substantially reduce the use of raw materials and cut CO₂ emissions.

During 2020, Rotala invested £29 million in 163 new low emission buses as part of a significant fleet upgrade programme to help further reduce the environmental impact of its operation.

"Michelin continues to show its dedication to sustainable mobility, which is also a fundamental principle for us at Rotala," adds Dunn. "We are continuously looking for ways to reduce the carbon emissions of our fleet and the proven fuel-efficiency and mileage qualities of Michelin's products plays an important part in that."

Under the Effitires contract, Michelin will supply product direct to Rotala, whose tyre fitters will handle all replacement work in-house. Michelin will also carry out fleet-wide inspections as part of the agreement, ensuring Rotala is getting the most from its tyres in terms of safety, longevity and durability – maximising uptime and compliance.

Rotala will be supplied predominantly with Michelin X InCity fitments – including the new 275/70 R22.5 X InCity EV Z, initially designed for electric vehicles (EVs) but that also



provides superb levels of efficiency for traditional buses operating on urban and suburban routes. The latest generation Michelin X Multi Z & D tyres will be fitted on some of the smaller single deck buses, while Michelin Agilis CrossClimate will be supplied for the company's minibus fleet.

Formed in 2005, Rotala has grown rapidly through the acquisition of local coach and bus operations and now operates out of eight depots – as far north as Preston and down to Heathrow in the south. The business employs roughly 1,900 members of staff, with its registered bus services carrying more than 50 million passengers every year. Rotala also operates an extensive number of corporate transport contracts and private bus networks.

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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