



UK & IRELAND

Stoke-on-Trent, UK, October 7, 2021

MICHELIN NAMES ANDREW FRENCH AS B2B SALES DIRECTOR UK & IRELAND

Michelin has appointed Andrew French as B2B Sales Director for the UK and Ireland, with responsibility for truck and bus, van, agriculture, construction, mining and the Services and Solutions business lines.

He takes on the role with immediate effect, just weeks after celebrating his 25th anniversary with the company – having joined Michelin as an apprentice in August 1996.

After a number of roles in accounting and finance, he qualified as a Chartered Management Accountant in 2009, before being appointed Company Accountant for a small group of UK-based Michelin companies. In 2011, he joined the UK commercial management team, holding roles from Business Partner Controller to Key Account Manager, responsible for the company's multi product-line relationship with a major distributor.

Since 2018 he has held the role of Director - Services and Solutions for the UK, Ireland and Nordics, heading a team looking after some of Michelin's largest European customers and collectively responsible for growing the business and managing the tyres on more than 98,000 vehicles.

Commenting on his appointment, French says: "I am hugely excited to land a role which will enable me to work across so many parts of the Michelin business. These are all sectors where we can provide sustainable and connected mobility solutions which will help to drive fleet safety, compliance and efficiency to new levels, all in a sustainable manner.

"My focus is going to be on ensuring we deliver the highest standards of customer satisfaction and growth. There are a lot of companies evaluating new ways of working as the country starts to build back stronger, smarter and greener from the pandemic, and we are confident this will bring new opportunities for Michelin – both with tyres, and around tyres."



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French takes over the responsibilities of B2B Sales Director from Chris Smith, who previously held the role as part of his wider remit as Managing Director. Smith is moving to Michelin's international headquarters in Clermont-Ferrand, France, and will take over the role of Global Marketing Director long distance transportation, from 1 November.

Smith joined Michelin in 2007 and has extensive experience across the business – including nearly three years as Head of Truck Marketing for the UK and Ireland, followed by a year as Truck and Bus Marketing Director for North Europe.

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

More information on how Michelin assists transport businesses achieve its sustainability goals and run more efficiently can be found at business.michelin.co.uk.

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