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Stoke-on-Trent, UK, October 11, 2021

## **MICHELIN WINS ENVIRONMENT AND SUSTAINABLE SOLUTION AWARD AT 2021 NTDA TYRE INDUSTRY AWARDS**

- NTDA presents the honour to Michelin for its work delivering its Sustainable Development and Mobility strategy
- Michelin beats off the challenge of three rival manufacturers to land the award
- Michelin Quality Centre – Freeway Exhaust and Tyre Centre – wins best single-site Tyre Retailer of the Year

Michelin's commitment to sustainable mobility was recognised at the NTDA Awards where it was announced as the winner of the Tyre Industry Environment and Sustainable Solution Award.

The honour was presented to the manufacturer for its work in ensuring its products, processes and solutions help to reduce raw material usage, promote sustainability, as well as helping to bring environmental benefits to business and the wider society.

NTDA Chief Executive, Stefan Hay says: "The judges felt that Michelin was a clear winner this year, as its award entry stood head and shoulders above the rest in terms of corporate ambition, vision and practical commercial initiatives across the whole field of tyre recycling, materials reuse and wider environmental campaigns. Both the NTDA and the Worshipful Company of Wheelwrights, who sponsor the award, would like to congratulate Michelin on this well-deserved win!"

Michelin's Andrew French, B2B Sales Director for the UK and Ireland and Richard Bezzant, Marketing Director UK and Ireland, collected the trophy during the annual ceremony at the International Convention Centre (ICC), Birmingham, hosted by TV personality Mark Durden-Smith.

Commenting on the success, French says: "The award is testament to the hard work and endeavour that is going into our Sustainable Development and Mobility strategy all across the business.



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“Whether it is through reducing raw material usage by responsibly developing natural rubber, continuously striving to lessen the impact of our manufacturing operation or constantly working to cut the carbon footprint of our logistics teams – everything we do is focused on meeting our own stringent sustainability targets.

“Our carefully managed tyre contracts and solutions also help our customers to improve their environmental impact, as we all work together towards a greener and cleaner future for the transport industry.”

Michelin’s successful entry highlighted how its approach to the circular economy aims to create greater value at all stages from sourcing materials, through to design and manufacture, followed by the multi-life approach and end of life processes – producing tyres that require fewer raw materials, consume less energy and offer long-lasting performance.

Michelin beat off the challenge of Bridgestone Europe, Continental and Yokohama to win the prize.

To complete a successful evening, approved Michelin dealer Freeway Exhaust and Tyre Centre, a member of the Michelin Quality Centre programme, landed the best single-site Tyre Retailer of the Year Award.

### **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)

More information on how Michelin assists transport businesses achieve its sustainability goals and run more efficiently can be found at [business.michelin.co.uk](http://business.michelin.co.uk).

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