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Stoke-on-Trent, UK, January 10, 2022

FRED SHERWOOD GROUP RETURNS TO MICHELIN

- Michelin will supply, fit and manage the tyres across the Fred Sherwood Group fleet for the next three years
- Sustainability and total cost of ownership of Michelin products key to securing the new deal
- All Fred Sherwood Group tyres will follow a Michelin multi-life policy

Michelin has secured a new three-year Effitires contract to supply, fit and manage the tyres across the Fred Sherwood Group's entire HGV fleet – totalling in excess of 650 trucks and trailers.

The deal includes Fred Sherwood Transport, Bulk Freight, KJ Transport and George Varney Bulk Services – marking a return to a 100 per cent Michelin policy for the Group, following several years of running a rival manufacturer's tyres.

During negotiations, Michelin Key Account Manager David Young was able to highlight the proven sustainability benefits of running a Michelin policy, plus the unrivalled total cost of ownership of the product.

Ashley Sherwood, Director at Fred Sherwood Group, says: "After a few years using a competitor's rubber, we decided to return to Michelin. We have always known the quality of the product and are big admirers of Michelin's ethos for innovation.

"Having spoken to David at length, we were reminded of the great level of service we have always received from the whole Michelin team. Plus, the work it puts into ensuring its products and solutions cut CO₂ emissions and reduce fuel consumption is hugely impressive. Any way we can help our customers limit their carbon footprint is so important to us."

Fred Sherwood Group will be utilising MICHELIN'S X Multi regional range for the trucks and trailers which operate predominantly on the road, and robust MICHELIN X Works fitments for its on/off-road fleet.



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As part of the new deal, dedicated Michelin technicians – who will be located on-site at the Group’s two main depots in Shepshed and Castle Donington – will fit and maintain the tyres as well as carrying out regular fleet checks to help reduce downtime.

Fred Sherwood Group will operate a multi-life Michelin policy, with the Michelin technicians regrooving tyres once the tread depth reaches 3-4mm – extending tyre life by as much as 25 per cent. 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 Group will also fit Encore retreads for some of its more rugged, off-road work – which are manufactured alongside the Remix product in Stoke-on-Trent.

About Fred Sherwood Group:

The Fred Sherwood Group of companies is built on the longstanding and solid foundations of a family business. Fred Sherwood Transport was formed in the 1920s and has grown substantially over the decades into a nationwide provider of logistics and bulk haulage services.

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.

CONTACT:

Dan Jones or James Keeler, Garnett Keeler PR

dan.jones@garnettkeeler.com / james.keeler@garnettkeeler.com

+44 (0)20 8647 4467

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