



UK & IRELAND

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MICHELIN ROUTE REMAINS THE IDEAL CHOICE FOR ENSIGNBUS

- Ensignbus has committed to a further five years with Michelin
- The new agreement will see Michelin supply, fit and manage the tyres across Ensignbus' main operational fleet of vehicles
- Michelin secured the contract renewal thanks to its quality product and high level of service

Ensignbus has continued its long working relationship with Michelin, signing a new five-year Effitires contract with the manufacturer's Services & Solutions Division.

The deal will see Michelin supply, fit and manage the tyres across the public transport operator's 70-strong fleet. Ensignbus has been running a strict Michelin policy for many years, citing the level of service it receives and the high quality of the product as the main reasons for its decision.

Ross Newman, Operations Director at Ensignbus, says: "We have been with Michelin for more than 20 years now and have no reason or desire to look anywhere else. As a public transport operator, it's imperative we have a tyre that we can rely on. The Michelin brand gives you that level of confidence that we're running a high-quality, durable product – one that won't let us or our customers down.

"The relationship we have built with the team at Michelin is excellent. They have a hands-on approach that marries perfectly with our business."

Michelin will fit both new and Remix urban bus tyres, predominantly from the MICHELIN X InCity range, on the Ensignbus vehicles. The X InCity features reinforced sidewalls to protect against kerbing and accidental damage, which helps reduce wheel interventions and downtime.

As part of the Effitires contract, Michelin's on-site technician will manage the tyres through a multi-life policy – regrooving worn tyres on site once the tread depth reaches 3-4mm, helping to extend each tyre's life in its



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most fuel-efficient state. Once the regrooved tyres have worn, they will be retreaded at the Michelin Remix plant in Stoke – saving natural resources and doubling the Michelin casing lifespan.

As well as running 13 separate routes within the borough of Thurrock, Ensignbus is also a respected bus dealer – supplying new and second-hand vehicles to many of the UK's largest bus and coach operators.

“A lot of the second-hand vehicles we buy come in on Michelins,” adds Newman. “Our contract allows us the facility to return them to Stoke for retreading and for those tyres to be fitted back onto our own main fleet of operational vehicles if we need to. It is a very sensible and flexible relationship that allows us to make the most of every tyre we have.”

Ensignbus celebrated its 50th anniversary this year. On top of its operational routes and sales division, the business also refurbishes and restores classic buses and has one of the largest collections of heritage hire vehicles in the country. These include London Routemaster buses that are often used for weddings, festivals, day trips and for filming.

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 177 countries, has 124,760 employees and operates 68 tyre production facilities which together produced around 173 million tyres in 2021. (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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