



**UK & IRELAND**

Stoke-on-Trent, UK, December 6, 2022

## **J ADAMS & SONS TRANSPORT TO EXTEND TYRE LIFE WITH MICHELIN POLICY**

- Northern Irish haulier to fit fewer tyres following switch to Michelin
- New policy to deliver greater longevity, less downtime and fewer tyre interventions

Ballymoney-based J Adams & Sons Transport is switching its fleet of 16 tractor units and 35 trailers to a full MICHELIN X Multi new and Remix policy, in a move designed to maximise tyre life and sustainability.

Managing Director John Adams made the switch to Michelin's regional tyres on the back of recommendations from another local fleet, replacing a policy which had historically seen a selection of rival brands fitted – including a mix of premium and lower cost products.

He says: "We were previously paying less per tyre but fitting more tyres, as we just weren't getting the longevity. With Michelin we're paying more per corner, but we can already see from tread depth readings that the tyres are on target to deliver much better mileage performance.

"This will see our tyre bills reduce over time, whilst the extended replacement intervals will mean less downtime and fewer wheel interventions as a result. We also have the reassurance of Michelin's tyre damage guarantee to protect our investment in a premium fitment."

Local dealer Modern Tyres in Ballyclare is supplying the Michelin tyres and will regroove them when they reach around 4mm of remaining tread depth. This process increases mileage potential by around 25 per cent per tyre<sup>(1)</sup>, saving approximately 70kg of raw materials<sup>(2)</sup> for every four tyres regrooved. It will also manage the fitment of Michelin Remix tyres which can nearly double the lifespan of a new Michelin casing, saving natural resources and supporting UK manufacturing.



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The new policy was put in place with advice from local Michelin Truck Sales Account Manager Primoz Lakota, who helped the customer to identify the optimum Michelin fitment strategy for the fleet.

The company runs 12 Volvos, two Scania's, and one Renault and DAF tractor unit, operating with a predominantly curtainside trailer fleet – plus an animal feed trailer with Moffett truck-mounted forklift. On average, each truck covers around 125,000 km per annum.

Away from the haulage business, Adams and his son – also a driver for the firm – both compete on the classic rally circuit in 1978 MkII Ford Escorts. They have mirrored their new fleet policy on their rally cars too, with a move to fitting specialist MICHELIN TB15+ tyres.

Speaking after a recent event, Adams says: "The Michelin rally tyres delivered unbelievable grip in the rain. They are a fantastic tyre – so good in fact, you'd swear you were in the dry. It's reaffirmed my decision to put faith in Michelin for our truck fleet, by highlighting the huge difference in performance which can exist between tyre brands."

Michelin manufactures an extensive range of classic tyres. For full information, visit: <https://www.michelin.co.uk/classic/home-classic>

### **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](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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- (1) Compared to a worn non-regrooved MICHELIN tyre. Based on a 4mm average regrooving. Information taken from recommendations made by the French tyre manufacturers' federation TNPf in 2013 according to which regrooving of worn tyres increases tyre lifetime by using all available rubber.
- (2) Based on 25% mileage increase and 70kg average measurement for the 4 principal sizes on the European market (315/80 R 22.5, 315/70 R 22.5, 385/65 R 22.5 and 13 R 22.5).

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