



UK & IRELAND

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## **GOLD VOLVO TRUCK ON MICHELIN TYRES HELPS SCOTTISH HAULIER CELEBRATE 50 NOT OUT**

- Ian S Roger runs almost exclusively on Michelin, praising the total cost of ownership and customer service support
- Haulage company chose the X Works D for wheel grip and the X Multi Z for better mileage benefits

Banffshire-based haulage contractor, Ian S Roger, marked the company's 50th anniversary in style with a new gold liveried Volvo FH 540 6x2 tractor unit, fitted with MICHELIN X Multi Z and X Works D tyres as original equipment.

The eye-catching FH joins a mix of MAN, Renault, Scania and Volvo trucks as part of a 32-strong fleet of vehicles used for a variety of agricultural-based haulage work. Almost the entire fleet now runs on Michelin tyres.

With three generations of experience, the company specialises in the transportation of bulk commodities including grain, vegetables, aggregates, animal feed and sawmill residues across the UK. It also transports livestock around Scotland.

Colin Roger, who runs the business with his brother Graeme, opted for MICHELIN X Works D 315/80 R22.5 on the Volvo's drive axle and X Multi Z 315/80 R22.5 tyres on the steer axle, following the advice of Michelin Territory Business Manager Allan Ross.

"I have been really pleased with the performance of the tyres. The X Works D is a great choice for wheel grip, while the X Multi Z offers better mileage for the long distances the Volvo travels in doing general haulage work," he says.

The company's trailer fleet for general haulage includes flatbeds, step frames, Tautliners and chipliners. It also has a number of rigid drawbar trucks for its livestock and general haulage operations.



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Once the OE-supplied X Works D tyres reach the end of their serviceable life, they are replaced with Michelin X Multi HD D tyres. These are designed for optimum mileage and to be highly resistant to accidental damage. They are providing a mixture of performance and robustness for the firm's vehicles, some of which can clock up 145,000km per year.

"The HD D's offer a good mix between regional and long-haul benefits, with excellent wheel grip," he says. "Our trucks can be hauling anything from building materials to animal feed to south-west England or the north coast of Scotland, so it's important to get the right mix of tyres to manage the heavy-duty work.

"We can always rely on Michelin for quality tyres that will go the distance and beyond. In pence per kilometre terms, they always work out cheaper.

"I have a great rapport with Allan and always feel like a valued customer," he adds. "He knows our business needs and keeps us up to speed on the latest tyre technologies. Michelin really offers the whole package – its customer support is second to none."

Since the Volvo FH 540 hit the road, the Roger family is delighted to see the gold truck raise the profile of the company, which was set up by Colin and Graeme's father, Ian.

"People are impressed," he says. "I've had a lot of positive feedback about us achieving 50 years because plenty of businesses don't reach this milestone. It's hard work that has kept us going, that's what we pride ourselves on."

### **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



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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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