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Stoke-on-Trent, UK, January 17, 2024

STUART NICOL TRANSPORT DRIVER FLIES THE FLAG FOR MICHELIN TYRES IN 20TH ANNIVERSARY YEAR

- Stewart Peoples, a truck driver for more than 40 years, showcases his passion for Michelin tyres on his customised Scania S730
- Stuart Nicol Transport is a long-term advocate of Michelin, running its tyres across the firm's extensive truck and trailer fleet

The first truck driver ever employed by Stuart Nicol Transport is promising to continue his decades-long support for Michelin as the Lanarkshire transport and logistics firm prepares to mark its 20th year in business.

Stewart Peoples has proudly displayed Michelin branding on his vehicles and regularly painted his tyres with the manufacturer's name ever since the haulier's founder, Stuart Nicol, gave him a job as a truck driver in 2004.

"Michelin tyres have always been good to me. I love the brand. Simply put, they make the best tyres, especially in terms of grip and longevity. That's why all the trucks I've driven since 1980 have had the Michelin sun strip. It still has pride of place on the windscreen of my Scania S730, and I take great pleasure in painting my Michelin tyres to keep them looking smart," Peoples says.

His truck, specially customised for him by Stuart Nicol Transport, features MICHELIN XFN2 tyres on the front axle, with products from the X Multi range fitted on the middle axles and X Multi Remix on the drive axle.

Peoples says he can comfortably run the same Michelin tyres for up to two years, clocking up about 650km a day.

"The truck is definitely a talking point. Wherever I go, other drivers often comment that it's absolutely stunning. When I went to Gran Canaria for a job, the truck was like a pop star, everyone was taking photos," he adds.



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Scott McIntyre, Managing Director of Stuart Nicol Transport, describes Peoples as “a special calibre of individual who has been a passionate ambassador for Michelin for many years”, even in Iraq where the trucks he drove for the US Military during the Gulf War featured his cherished Michelin sun strip.

“Stewart deserves a lot of credit for all the hard work he puts in to fly the flag for Michelin, whilst his loyalty, commitment and dedication to our business is outstanding,” says McIntyre.

Stuart Nicol Transport, which has grown its fleet to more than 70 vehicles and 114 trailers, is a longstanding Michelin customer. It runs products from the MICHELIN X Multi and MICHELIN X Works ranges on its trucks, most of which are Scania and Volvo tractor units, and Michelin Remix tyres on all the trailers.

“As we look forward to celebrating our 20th anniversary year, our commitment to Michelin is as strong as ever. We wouldn’t use anything else because we believe they are the best tyre on the market. The tyres on our trucks can run for up to 250,000 km, which is just phenomenal,” McIntyre adds.

Established in 2004, Stuart Nicol Transport has grown into one of Scotland’s premier transport specialists employing 120 staff. The company’s headquarters in Shotts, Lanarkshire houses its transport and palletways operations and also includes a 12,000 sq ft tranship warehouse and HGV workshop.

About Michelin

Michelin’s ambition is to sustainably improve its customers’ mobility. The leader in the mobility sector, Michelin designs, manufactures, and distributes the tyres best suited to their requirements and uses as well as services and solutions to improve transport efficacy. With its offers Michelin allows its customers to enjoy unique moments when traveling.

Michelin also develops high-technology equipment intended for multiple fields. Based in Clermont-Ferrand, Michelin is present in 175 countries, employs 132,200 people and operates 67 tyre factories that, together, produced approximately 200 million tyres in 2022. (www.michelin.com)



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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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