



UK & IRELAND

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

## **MICHELIN GETS ON BOARD WITH NEW CONTRACT AT READING BUSES**

- High quality of the Michelin product plus excellent customer service seals the five-year deal.
- New vehicles to supplement a recently added service from Basingstoke to Heathrow have all been specified on Michelin tyres.

Reading Buses has committed to a new five-year deal with Michelin, citing the quality of the product and high levels of customer service as the key reasons behind the decision.

The new contract will see Michelin's Services and Solutions Division oversee the supply, fitting and management of all the tyres across the public transport operator's 260-strong fleet.

Tom Ranson, Chief Engineer at Reading Buses, says: "When the time was coming for renewal we went out to tender in the usual fashion, but it quickly became apparent that sticking with Michelin would be the best option.

"They are world leaders in terms of manufacturing products that stand the test of time and the level of service we get from everyone involved in the process is very, very good. The overall package works well for us and couldn't be matched elsewhere."

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



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Tyres from the MICHELIN X Multi range, which offer robustness and damage resistance in an urban environment, will also be utilised across the smaller single-deck buses, plus a variety of coaches.

As part of the contract Reading Buses has opted for the Full Fit option, which sees Michelin's technicians mount, demount and inspect all built-up wheel assemblies.

Michelin 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 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.

Reading Buses has recently added new coaches into its Newbury & District fleet to cover a new service from Basingstoke to Heathrow Airport, while additional buses have also been acquired to help enhance some of its existing routes including the Windsor Express service to London Victoria. All the vehicles have been specified on Michelin tyres.

The operator is also planning to add its first tranche of electric buses in April of next year, which will arrive on MICHELIN X InCity EV Z – the manufacturer's range of bus tyres specifically designed for EVs. Michelin is already fitting the newly-launched X InCity EV Z Remix – which is equally effective on diesel vehicles, and has similar levels of rolling resistance, mileage and damage resistance as the new tyre – to the rear axles of some of Reading Buses' existing fleet.

"Michelin are leading the way in terms of EV tyres for buses and that was another thing we considered before signing the new deal," adds Ranson.

### **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



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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](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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