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## **BIMSON TRIPLES TYRE LIFE BY SWITCHING TO MICHELIN**

- MICHELIN X Multi D tyres impress with longevity, safely averaging over 300,000km per set.
- Tyre related breakdowns also fall significantly since the switch.

Construction logistics specialist Bimson, which uniquely works with the UK's three largest brick manufacturers, has seen a huge improvement in tyre performance since committing to a fleetwide Michelin replacement policy.

Reliability is paramount for the haulier, which typically runs up to the 44-tonne weight limit and must negotiate challenging off-road conditions delivering to building sites, something the X Multi tyres have more than stood up to.

David Burns, Fleet Manager at Bimson, had the opportunity to benchmark the Michelin product against the premium tyres the firm previously used when six new trucks were purchased. The vehicles were a cancelled order and came specified on MICHELIN X Multi D tyres.

"I was hopeful that the Michelin product was going to outperform the other brand but admit I was surprised by how well they did," says Burns. "We took them off after their first lives at between 330,000km and 350,000km. We then got another 30,000km to 40,000km out of them after they were regrooved. That was easily three times as much as we get from some brands."

Approaching 50% of Bimson's fleet, which comprises 74 predominantly DAF trucks with mid-lifts and a 100-strong mix of trailers with tag axles and



## UK & IRELAND

crane offload capability, are now on Michelin fitments. More will follow as replacements are made.

"Even at this stage we've seen a significant reduction in breakdowns and callouts at the roadside, which has peaked at 50% fewer than our pre-Michelin average in recent weeks," adds Burns.

The haulier fits a range of MICHELIN X Multi sizes to its trucks including 315/70 R22.5 and 315/80 R22.5 on its drive axles. On its steers it runs 315/80 R22.5, 315/70 R22.5, 385/55 R22.5 and 385/65 R22.5, with some 235/75 R17.5 mid-lifts. Its trailers predominately use 385/65 R22.5.

Michelin's robust mixed-use XZY3 tyres can also be found on some of the fleet's trailers for its most demanding deliveries.

Purchasing is handled for Bimson by its tyre service provider Cumbria Tyre Specialist, in Carlisle, with support from Ian Fitzpatrick, Territory Business Manager at Michelin.

Burns said that at the outset of the switch to Michelin tyres he calculated that it would take 18 months to two years to see a return on the business' investment. However, the performance of the new rubber has been so strong that he has revised this down to within a year.

"Without doubt it's worth spending a bit more on your tyres. We're seeing far fewer roadside breakdowns – it wasn't uncommon for us to have three or four a day at one point, especially during winter," he adds. "The amount of tyres we need to replace at service due to damage has also fallen by 40%. Before fitting Michelin, we'd have to replace tyres almost every time that a truck went in."

Bimson is making use of Michelin's multi-life policy, which reduces total cost of ownership. Tyres are regrooved once the tread depth reaches 3-4mm, helping to extend each casing's life in its most fuel-efficient state.



UK & IRELAND

Once the regrooved tyres have worn, they are retreaded at the Michelin Remix plant in Stoke. The Remix tyres can then be regrooved.

### **About Michelin**

Michelin is building a world-leading manufacturer of life-changing composites and experiences. Pioneering engineered materials for more than 130 years, Michelin is uniquely positioned to make decisive contributions to human progress and to a more sustainable world. Drawing on its deep know-how in polymer composites, Michelin is constantly innovating to manufacture high-quality tyres and components for critical applications in demanding fields as varied as mobility, construction, aeronautics, low-carbon energies, and healthcare. The care placed in its products and deep customer knowledge inspire Michelin to offer the finest experiences. This spans from providing data- and AI-based connected solutions for professional fleets to recommending outstanding restaurants and hotels curated by the MICHELIN Guide.

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