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MICHELIN TYRES HELP ALL-ELECTRIC EMBER SUPERCHARGE ITS FAST GROWTH

- Ember is running its electric Yutong coaches exclusively on Michelin tyres.
- The decision was driven by the unmatched quality and durability of the Michelin product, crucial for the firm's hard-working fleet.
- Based at the Michelin Scotland Innovation Parc (MSIP), Ember always seeks to work with suppliers that share its vision on sustainability.

Ember, the UK's first all-electric inter-city coach company, is running its fleet of zero tailpipe emission coaches exclusively on Michelin rubber, describing the manufacturer as the 'hallmark of quality in the industry'.

The business has seen huge growth since it launched with just two vehicles in 2019. It now operates 78 Yutong electric coaches on routes across Scotland, with its headquarters at the Michelin Scotland Innovation Parc (MSIP), in Dundee.

Ember's fleet of EV coaches are charged via access to electric power produced by two 2,000 kW wind turbines that were installed at the site of the old Michelin car tyre factory, in 2006.

The decision to opt for an exclusive Michelin contract was driven by the quality and reliability of the product, best-in-class customer service and the two businesses' shared vision around the environment and sustainability.

Andy Mason, Head of Operations at Ember, says: "I think for us, Michelin has always been known as a hallmark of quality in the industry. Reliability is everything because we use our coaches more intensively than any other operator in the country. We are a 24/7 business, and these coaches will



UK & IRELAND

typically be out on the road almost around the clock. They come in and recharge for 45-60 minutes, during which time they will also be cleaned, and then they are back out again.

“Because our utilisation is so high, it’s imperative we have long-lasting and reliable tyres on the vehicles, which is exactly what Michelin provide.”

The exclusive contract sees the manufacturer supply product direct to Ember, whose in-house technicians handle the fitting and management of the tyres. All new Yutong TCe12 and the GTe14 coaches are also specified with Michelin tyres as original equipment.

Ember’s new vehicles are fitted with a mixture of 295/80 R22.5 MICHELIN X Coach Z and X Multi Z 2s all round. MICHELIN X Coach D Remix fitments are used on the rear once the new OE tyres have worn. All tyres are regrooved in-house, extending their life by around 25% whilst the tyres are at their lowest rolling resistance, improving vehicle range and reducing the vehicles’ power consumption.

As part of the agreement, Michelin’s Technical Department has carried out precise weighing of the axle loads on each type of coach to ensure the tyres are running at optimal pressures. An instructor from the Michelin Training and Information Centre (MTIC) also visited Ember’s headquarters for an on-site session focusing on regrooving and management of the tyres.

“The Michelin team have been hugely helpful,” adds Mason. “The training was first-class. Because these battery-operated coaches are extremely heavy, it was really useful to have Michelin come out and weigh the load on each axle, so we understood the optimal tyre pressure we need to be running on. Those added extras aren’t something we’d had previously in other partnerships.

“The two companies also share a passion for sustainability and the environment. For us, it’s really important that we have as positive an impact on the planet as we possibly can in every aspect of the business –



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including our suppliers. Michelin's focus on its Remix product, for instance, and making the absolute maximum of every casing is a huge plus point."

Ember currently has depots in Edinburgh, Dundee, Fort William and Aberdeen, with new premises set to open in locations including Oban and Inverness soon. Its frequent, low-cost services include routes between Dundee, Glasgow, Edinburgh, Aberdeen, Stirling, Kinross and Edinburgh Airport.

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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