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## **FREELAND FREIGHT SWITCHES TO MICHELIN TYRES AFTER IMPRESSIVE ROAD TRIAL**

- MICHELIN X Multi tyres deliver 25% longer tread life than benchmark competitor fitment in test.
- Results also saw a 2.5% improvement in MPG – equivalent to £1,200 in fuel savings per truck per year.
- Sidewall damage reduced by 30% during trial period.

Aberdeen-based Freeland Freight has adopted a Michelin tyre policy after a six-month trial of the manufacturer's fitments demonstrated significant gains in tyre longevity, damage resistance and improved fuel efficiency.

With support from local dealer Norscot Truck and Van Aberdeen and Allan Ross, Territory Business Manager at Michelin, Freeland Freight conducted an initial benchmark trial against a premium competitor putting MICHELIN X Multi D 315/70 R22.5 tyres to the test on one of the staples of its hard-working fleet – a DAF XF 530 6x2 tractor unit.

"The results were so positive that we immediately specified MICHELIN X Multi Energy fitments on four more new DAF XGs that entered service last year. Currently, we have eight trucks operating on Michelin rubber – the potential savings in total cost of ownership (TCO) couldn't be ignored. We are now moving beyond fitment on new vehicles to a fleet-wide replacement policy," says Philip Sutherland, Director at Freeland Freight.

The haulier, which is regularly tasked with moving industrial plant, construction equipment, energy sector components, and specialist freight across the UK, calculated that MICHELIN X Multi tyres delivered up to 25% longer tread life compared with the benchmark premium competitor during the trial.



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There was also an average 2.5% improvement in MPG, which equates to approximately £1,200 in fuel savings per truck per year based on long-distance mileage.

Damage resistance was also improved, with incidents of sidewall damage reduced by around 30%. This resulted in fewer unplanned tyre changes during the trial period.

Freeland Freight has also embraced Michelin's multi-life policy – something that should lower TCO further – and Remix products are being introduced across its regional haulage fleet.

"The adoption of MICHELIN Remix ensures a multi-life cycle, delivering up to double the mileage from the same casing while reducing overall tyre spend and environmental impact. This approach aligns with our sustainability goals, cutting waste and maximising the value from each tyre investment," says Sutherland.

As part of the multi-life journey, the truck tyres are regrooved once the tread depth reaches 3-4mm, helping to extend each casing's life in its most fuel-efficient state. Once the regrooved tyres have worn, they are retreaded at the Michelin Remix plant, in Stoke. The Remix tyres can then be regrooved.

Freeland Freight has placed an order for four new DAF XG 530 6x2 mid-lift twin-steer tractor units, which are due to be delivered next spring wearing MICHELIN X Multi Energy 2 tyres. The new generation of tyres deliver further fuel savings, lower abrasion and improved lateral grip.

Founded in 1972, Freeland Freight has 12 tractor units covering the breadth of the UK, and a further 30 vehicles operating regionally (a mix of tractor units, rigids and flatbed Transits). The company's trailer mix includes extendable low loaders, flatbeds, step frames, extenders and curtainsiders.



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## 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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