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Stoke-on-Trent, UK, December 16, 2025

GO-AHEAD CONTINUES ITS LONG-TERM PARTNERSHIP WITH MICHELIN

- Michelin will supply, fit and manage the tyres across a total fleet of around 6,750 vehicles.
- Sustainability and a shared focus on the environment form a key part of the deal.

Michelin has secured a new contract with Go-Ahead, that will see the manufacturer's Connected Solutions Division continue to supply, fit and manage the tyres across one of the UK's largest public transport fleets.

The two businesses have a long-standing working relationship, built on a shared vision of quality service levels, sustainability, and a commitment to the environment.

Sebastian Golby-Meek, Head of Procurement and Strategic Contracts at Go-Ahead, says: "Michelin has consistently demonstrated the value of a carefully managed tyre policy in supporting our operational performance. The quality of Michelin's products remains unparalleled within the industry, and the level of service provided is exemplary. On this basis, extending our partnership was a straightforward decision.

"As a key strategic supplier to the Go-Ahead Group, Michelin are closely aligned with our Go-Ahead Sustainable Procurement Charter, which has been shown through annual reporting of sustainability initiatives, clear target-setting, and strong alignment with our charter's objectives. This has contributed to a notable reduction in raw material consumption, minimising waste, and lowering CO₂ emissions. We look forward to our continued partnership and supporting the relaunch of our sustainable procurement charter in 2026."

The new contract will see Go-Ahead equip all new vehicles on MICHELIN X InCity EV Z 275/70 R22.5 tyres. This includes plans to order more than 1,000 buses during the contract.



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The multi position tyres are designed for electric vehicles, but are just as effective for combustion engine buses, offering excellent safety, longevity and load capacity, while also helping to reduce rolling resistance.

Following a series of recent acquisitions, Go-Ahead's total fleet now extends to 6,750 vehicles, including around 1,000 electric and hydrogen powered buses. These vehicles operate from more than 50 depots around the UK, as well as an expanding operation in Dublin. The new contract offers a combination of outsourced tyre procurement, expert management solutions and a predictable tyre budget linked to fleet activity.

All Michelin tyres fitted to Go-Ahead buses will be managed through a multi-life process, which sees them regrooved once the tread depth reaches 3-4mm, helping to extend each casing's life during its most fuel-efficient state. Once the regrooved tyres have worn, they are retreaded at the Michelin Remix plant in Stoke – a process that saves natural resources, doubles the Michelin casing lifespan and supports UK manufacturing.

Go-Ahead will utilise Michelin's dedicated team of tyre management operatives working together with its own in-house workshop technicians. To help ensure the public transport operator hits targets for safety, reliability, tyre longevity and regulatory compliance, its lead technicians were invited to Stoke to take part in carefully designed training courses delivered by Michelin's Technical Department.

About Go-Ahead

Go-Ahead is a leading international public transport company connecting customers with reliable, punctual and welcoming services, that are accessible to all. We connect billions of customers and their communities on our essential bus and rail services operating in the UK, Ireland, the Nordics, Singapore and Australia.

Our people work in partnership with suppliers, local communities and governments to innovate, invest and always improve our service to customers. With a focus on the future, we are proud to be leading the transition towards a zero-emission fleet with a clear plan to reach net zero by 2045. Go-Ahead is owned by Kinetic and Globalvia.



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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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