



UK & IRELAND

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## **MICHELIN GUARANTEE HELPS HD RICKETTS MAXIMISE UPTIME AND REDUCE COSTS**

- MICHELIN X Works tyres proving versatile yet tough in on and off-road applications.
- Michelin accidental damage guarantee means hauliers are covered should the worst happen.

HD Ricketts has said the excellent traction and durability of the MICHELIN X Works tyre, combined with its accidental damage guarantee, has delivered a strong, money-saving performance across its hard-working commercial vehicle fleet.

While the versatile MICHELIN X Works tyre features the CARBION compound to boost durability, and has a casing strengthened with POWERCOIL technology, the demanding environments that the haulier tackles each day leads to occasional tyre damage across its 100-plus strong line-up of tippers, tractors and curtain side trailers.

Tony Ricketts, Transport Manager at HD Ricketts, says: "I don't have that many damages, as our drivers and the tyres are good. However, we do inevitably get some. When that happens, having Michelin's accidental damage guarantee to fall back on is a relief. You don't get that with other manufacturers, and instead you're left to take the financial hit."

HD Ricketts adopted a Michelin policy towards the end of 2022 and approximately 70% of the fleet now wears the French manufacturer's rubber.



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Michelin's accidental damage guarantee for X Works tyres covers accidental damage suffered whilst the tyre is in use. The guarantee is also available for the X Multi family of products.

The haulier fits X Works tyres itself to all axle positions on its tippers (size 295/80 R22.5), and to the steering axle of its articulated trucks (size 315/80 R22.5). Support is provided by Kelly Aitcheson, Territory Business Manager for the West Midlands at Michelin.

HD Ricketts has begun introducing the new generation MICHELIN X Works 2 tyre to its tractor units. Launched in June 2025, the improved product offers a longer lifespan than its predecessor and has a higher load index.

Founded in 1964 by Dave Ricketts, the business is one of the largest suppliers of sand and gravel in the West Midlands to the construction industry. It operates from a quarry in Sutton Coldfield, provides muck away services and has a bagging plant in Rugley. Today, the company is run by Dave's children Adrian (Managing Director), Tony and Ruth (Company Secretary).

### **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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