

**OLIVERS TRANSPORT ACHIEVES RECORD MILEAGE FROM MICHELIN'S X MULTIWAY 3D STEER TYRES**

(Stoke-on-Trent – February 19, 2013) – Eccles-based Olivers Transport has clocked up 220,000 km with 7 mm of tread still remaining after fitting one of its Scania 6x2 twin-steer tractor units with Michelin's latest 315/80 R 22.5 X MultiWay 3D XZE steer tyres.

The general haulage firm expects the X MultiWay 3D tyres to reach at least 270,000 km before they need to be replaced – 80,000 km more than Michelin's previous generation XZE2+ steer tyre, and 100,000 km more than a competitor brand recently tested on the fleet.

The outstanding mileage is being recorded on the company's first tractor unit to be fitted with the X MultiWay 3D tyres and Fleet Engineer Kevin Hawker believes the roll-out of this latest generation of Michelin steer tyre to the rest of the fleet could benefit the business notably.

He explains: "The mileage we've seen from the X MultiWay 3D tyres is incredible and we still have a significant amount of tread remaining. We recently ran several sets of steer tyres from another premium tyre brand which came fitted as original equipment, and they only averaged 170,000 km before needing to be replaced. If we hit our 270,000 km projections we will have achieved nearly 60 per cent more mileage. For a busy fleet like ours, on the road seven days a week, any extra tyre life is a huge bonus."

A family-owned business, Olivers Transport runs a fleet of 30 trucks and 55 trailers which operate throughout the UK. The haulier has specified Michelin as its preferred tyre brand for more than 25 years and Hawker says that the performance of Michelin's tyres is better than ever before.

He adds: "Michelin has always been our tyre of choice and even though we have tested other brands over the years it is Michelin that we keep coming back to. We keep detailed tyre records and have seen the performance of some mainstream rival brands drop away in recent years, whereas the Michelin tyres are going the other way and we are getting better results than we've ever seen before, especially from the X MultiWay 3D."

Not only is Olivers Transport reaping the advantages of the X MultiWay 3D's longevity, but Hawker also praises the tyre's even tread wear. The tyre is designed to resist abnormal tread wear, often the cause of premature tyre replacement.

"The previous XZE2+ tyres were sometimes prone to increased shoulder wear," said Hawker. "However the new X MultiWay 3D is much more resilient and its revised contact patch with the road has improved wear considerably."



Due to the X MultiWay 3D's superior performance, Olivers Transport is now preparing to fit the first 295/80 R 22.5 X MultiWay 3D tyres onto the drive axles of its tractor units, following the tyre's release onto the UK Market in January 2013.

Established more than 35 years ago, Olivers Transport operates a modern fleet renowned for its striking red, white and blue livery. A member of the Palletline network, the company runs an extensive range of trailers including reefers, curtainsiders, flat-beds, extendable step frames and specialist livestock transporters.

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Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tyres for every type of vehicle, including aircraft, bicycles, cars, earthmoving machines, farm equipment, trucks and motorcycles. Michelin employs 115,000 people, has sales organisations in more than 170 countries and operates 69 production sites in 18 countries throughout five continents. The Company also publishes travel guides, hotel and restaurant guides, maps and road atlases and offers electronic mobility support services on [ViaMichelin.com](http://ViaMichelin.com). Research and development is undertaken in technology centres in Asia, Europe and North America.

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