

MICHELIN CROSSCLIMATE TYRES GAIN TRACTION WITH MINICAB MAJOR ADDISON LEE

(Stoke-on-Trent – November 12, 2015) – Addison Lee, the business class car service, is to fit Michelin CrossClimate tyres across the majority of its 5,000-strong fleet, and hails the unique summer tyres with winter capabilities as a “fantastic” innovation.

The company operates Britain’s largest passenger car fleet to adopt CrossClimate tyres so far, with its decision to take up Michelin’s latest innovation forming part of a one-year contract extension until 2017.

Rob Daniels, Head of Fleet at Addison Lee, says CrossClimate tyres are ideally suited to its business, and will be fitted on its Ford Galaxy, Toyota Prius and Mercedes-Benz E-Class offering.

Daniels says: “Introducing Michelin CrossClimate fitments makes perfect sense for us after the international launch showed fantastic results in testing. Achieving this level of traction and on-road performance in all weather conditions is a key consideration with a passenger and courier fleet like ours. Braking performance is paramount in an inner-city environment for the safety of our drivers and passengers, as much as for pedestrians and other road users.”

The move to fitting Michelin CrossClimate tyres will deliver a huge performance boost to Addison Lee’s most popular vehicle type – the Ford Galaxy – which has until now operated on summer tyres as standard.

Daniels explains: “CrossClimate tyres will significantly increase vehicle safety and mobility in adverse conditions, plus they will put us at a huge advantage over other taxi firms in and around London.

“In CrossClimate tyres we have a reliable, durable and safe solution, matched with the longevity we’re accustomed to from Michelin. As a market leader, fitting the latest in tyre technology is definitely the right call.”

Addison Lee also operates a commercial van fleet, and Daniels says the company will fit CrossClimate tyres to this side of the business as soon as the right tyre size comes to market.

CrossClimate tyres are currently available in 23 dimensions, covering 76 per cent of all car and car-derived van tyres in sizes from 15 to 17 inches, with Michelin to launch additional sizes next year.

The fitments offer the benefits of a summer tyre for dry or wet braking, total mileage and energy efficiency, while also boasting the traction and braking performance of a winter tyre on cold and snow-covered roads – making it perfect for the UK’s often unpredictable weather.

After being evaluated by three independent European testing organisations – TÜV SÜD, Dekra Test Centre and UTAC CERAM – CrossClimate tyres also obtained Three Peak Mountain Snow Flake (3PMSF) approval, meaning they can be used in countries that require special winter equipment at clearly defined times of the year.

The tyres have earned the top ‘A’ rating for wet braking on European tyre labels, and ‘C’ for rolling resistance, with a noise rating of 68 decibels.

With a V-shaped tread and self-blocking 3D sipes, the tyres are designed to optimise traction in snow. Described as a “claw” effect, the vertical and lateral waves of the sipes give the tread blocks greater rigidity, while also benefiting longevity, steering precision and general dry road performance.

Addison Lee’s CrossClimate tyres will be supplied exclusively by Universal Tyre & Autocentres, a family-owned fast-fit business that has looked after Addison Lee’s tyre supply since 2009.

As well as its core minicab business, Addison Lee also provides chauffeur services and van and bike couriers. The company, which has gone from one car in 1975 to more than 5,000 today – carrying 10 million passengers in London alone each year – is now active in 350 cities worldwide, and began fitting Michelin tyres in 2013, after a three-month trial demonstrated the longevity and durability of the brand’s tyres.

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About Michelin (www.michelin.co.uk)

Michelin, the leading tyre company, is dedicated to sustainably improving the mobility of goods and people by manufacturing, distributing and marketing tyres for every type of vehicle. It also offers innovative business support services, digital mobility services and publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 112,300 employees and operates 68 production plants in 17 countries. The Group also has a Technology Centre, responsible for research and development, with operations in Europe, North America and Asia. (www.michelin.com)

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