PRESS RELEASE

MICHELIN POWER CL TYRES LAST LONGER THAN TWO SETS OF RIVAL TYRES, SAYS HARBOROUGH HIRE CENTRE

(Stoke-on-Trent – November 26, 2012) – A Market Harborough-based plant hire company is convinced of the value of specifying Michelin Power CL tyres after running a comparative test with a rival brand.

Harborough Hire Centre (HHC) compared fitments from Michelin and another major tyre manufacturer on selected machines within its fleet of 42 JCB and Manitou telescopic handlers, and 47 Thwaites and Terex dumpers. Despite a lower purchase price, the competitor's tyres lasted less than half as long as the Michelins, leading to an increased total cost of ownership compared with the Michelin Power CL tyres.

As a direct result, HHC is actively specifying Michelin Power CL tyres as standard across its fleet in a deal being serviced by the Market Harborough branch of ATS Euromaster. HHC found that the Power CL tyres also offered superior damage and puncture resistance, compared with the rival fitments, which required frequent repair.

HHC manager Teresa Marshall says: “We were having instances of customers employing local tyre agents to carry out 'string' repairs, without demounting and inspecting the casing. These types of repairs are usually a temporary solution, however machines were being returned on tyres laced together with string, which was pushing up our replacement tyre costs.

“With the Michelin Power CL tyres there are fewer punctures, meaning less repairs and reduced downtime for customers. Plus, of course, the tyres are lasting longer.”

The Michelin Power CL tyre is specially-designed for telescopic handlers, backhoe loaders and mini loaders, and offers improved resistance to impacts, punctures, and damage, such as chunking. Its ability to reduce machine downtime is also a significant selling point, particularly for professional fleet operators keen to reduce operating costs.

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Michelin (www.michelin.co.uk)

With more than 111,000 employees and sales organisations in more than 170 countries, Michelin is the worldwide leader in tyre manufacture. Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tyres for every type of vehicle, including aircraft, cars, bicycles, earthmovers, farm equipment, trucks, motorcycles and even the US space shuttle. Michelin has 70 production sites in 18 countries throughout five continents. The Company also publishes travel guides, hotel & restaurant guides, maps and road atlases, and offers electronic mobility support services on ViaMichelin.com. Research and development is undertaken in technology centres in Europe, USA and Japan.