

## PRESS RELEASE

### CARLSBERG UK RENEWS 'PPK' TYRE CONTRACT WITH MICHELIN

(Stoke-on-Trent – April 2, 2012) – Carlsberg UK has extended its pence per kilometre (PPK) tyre contract with Michelin Fleet Solutions for an additional 12 months, in a deal covering approximately 320 commercial vehicles and 147 urban trailers. The company has been fitting Michelin's since 2007, with the PPK structure ensuring stable pricing and a cost-effective total cost of ownership.

The fleet operates on Michelin's popular E-segment regional tyres – ideal for a mix of national, regional and urban operations.

Andrew Davis, Carlsberg UK's National Fleet Engineer, says: "Working with Michelin Fleet Solutions enables us to fit Michelin tyres across the fleet, but without the up-front capital expenditure of buying the tyres outright. We simply pay for our tyre usage on a rolling monthly basis, inclusive of all tyre servicing and maintenance. This means we know precisely what our tyre bill will be, based on how far the fleet has travelled.

"This policy offers us the best all-round performance, taking into account fuel-efficiency, reliability, environmental impact and total cost of ownership. Plus it reduces the amount of time we spend managing our own tyres, and means we benefit from expert tyre husbandry and roadside support, 24/7."

The contract extension means Carlsberg's fleet will continue to follow Michelin's Four Lives policy, which involves regrooving and remoulding to maximise tyre life. ATS Euromaster carries out all aspects of tyre service work, including routine tyre safety inspections, fitting replacements, repairs, turning tyres on the rim, twinning and regrooving.

Michelin tracks vehicle mileages using Carlsberg's own web-based fleet management system, which allows them to obtain current fleet lists and mileage returns, as well as dealing with vehicle queries and planning for assets being de-fleeted.

The Carlsberg fleet is on the road up to six days a week, supplying beer to pubs, shops and supermarkets across the UK. Alongside its own brands, which include Carlsberg, Carlsberg Export, Tuborg, Tetley's and San Miguel, it also supplies a large selection of other beverages, including wines and spirits.

As one of Britain's largest brewers, Carlsberg UK produces around a billion pints a year. The company also distributes drinks for a number of leading pub groups, making around 19,000 deliveries every week. Carlsberg UK's distribution network has just been awarded the coveted Cask Marque Distribution Charter, making it the first national brewer to gain the recognition. The accreditation means that all cask ales sold via Carlsberg UK's distribution network are handled with the care and attention they deserve and is an assurance to licensees that the beer will arrive at their pub in the very best condition.



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**About Michelin ([www.michelin.co.uk](http://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.

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