
MICHELIN SOLUTIONS LAUNCHES EFFIFUEL™ – A COMMITMENT TO HELPING TRUCK FLEETS SAVE FUEL

(Stoke-on-Trent – July 11, 2013) – Michelin solutions, the new division of the Michelin Group dedicated to improving its customers' fleet efficiency and profit margins, has launched a unique offer for truck and trailer fleets which it claims is unlike any other on the market today.

The EFFIFUEL™ solution, which is targeted at both hauliers and own-account operators, is purpose-designed to help customers contain and reduce their fuel costs. It sees Michelin solutions working with fleets to define a contractual commitment based on fuel savings and the resources to be deployed to attain them, with the savings generated by the solution to be shared by the partners.

To help fleets to reduce their fuel consumption Michelin solutions can access an array of services including eco-driving training courses, monitoring of drivers' at-the-wheel behaviour based on individual eco-scores and the installation of telematics display units to give fleets complete visibility and help them remotely track fuel use. Fuel Analysts from within Michelin solutions can assist in gathering and studying data on the influences of fuel consumption, whilst also optimising tyre management through pence-per-kilometre tyre pricing with a fitment strategy aimed at reducing fuel consumption. This can include the installation of tyre pressure monitoring systems (TPMS) to improve the safety of the driver, vehicle and its cargo.

"Some of these services already exist individually," explains Franck Estoquié, Chief Marketing Officer, Michelin solutions. "What's new is to be able to package them together in the same solution, manage them efficiently and make a long-term commitment."

The first stage of working with a new fleet will see Michelin solutions conduct a detailed audit of vehicle types, current tyres, itineraries, vehicle operating weights and driver habits, before helping to define an objective efficiency savings target, measured in litres per 100 km. Once a savings structure is in place, Michelin solutions can offer fleets commitments to meet those targets over periods of up to four years.

Throughout the contract period Michelin solutions' own expert Fuel Analysts conduct in-depth studies and regular fleet reports. "The idea is not to replace fleet managers but to provide them with resources, visibility and advice to optimise their operations and involve us in the process," says Estoquié. "If the joint fuel saving goal is met, we share the gains. If it is not, Michelin solutions reimburses a portion of the expenses incurred on a pro rata basis."

Michelin solutions says this makes the operation risk-free for fleets, and may enable the customer to considerably reduce its vehicle running costs, which in turn has a positive impact on operating margins.

Michelin solutions' EFFIFUEL™ offering is valid for single marque or mixed fleets, and across all brands of truck.

The goal is to deploy Michelin solutions in most European countries, including the UK, throughout 2013. Michelin solutions will be deployed in North America, South America and China in 2014 and 2015.

While the first solution – EFFIFUEL™ – is intended for truck operators, Michelin solutions will eventually also meet the needs of other fleets, including passenger cars, vans and earthmover equipment.

Michelin solutions replaces the division previously known in the UK as Michelin Fleet Solutions, and currently employs more than 800 people globally, and is responsible for more than 500,000 vehicles currently on contract.

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Michelin, the leading tyre company, is dedicated to sustainably improving the mobility of goods and people by manufacturing and marketing tyres for every type of vehicle including aircraft, bicycles/motorcycles, cars, earthmovers, farm equipment and trucks. It also offers electronic mobility support services on ViaMichelin.com and publishes travel guides, hotel & restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in more than 170 countries, has more than 113,000 employees and operates 69 production plants in 18 different countries. The Group has a Technology Centre dedicated to research, development and process engineering, with operations in Europe, North America and Asia. (www.michelin.com)

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