

MICHELIN X LINE ENERGY TYRES SLASH FUEL COSTS FOR DIXON INTERNATIONAL

(Stoke-on-Trent – March 18, 2014) – Award-winning haulier Dixon International is switching to Michelin X Line Energy tyres across its fleet, after a successful trial showed it could slash fuel use by more than five per cent.

The firm conducted a six month trial on six tractor units, three using Michelin 315/70 R 22.5 X Line Energy tyres, the others using the fleet's existing premium tyre brand fitment. Tested on long-distance, high-speed European routes in keeping with Dixon International's typical operations, the Michelin-fitted tractors averaged a 5.2 per cent saving in fuel.

This saving was so significant that the company has switched immediately to a full Michelin replacement policy, as well as specifying them as original equipment on new trucks and trailers. Michelin X Line Energy tyres have already been factory fitted to 20 new Volvo FH tractors, entering service as part of the firm's fleet of 110 trucks and 170 trailers.

Michael Dixon, Dixon International Director, says that the projected savings from fitting Michelin's latest generation of fuel-saving tyres will be substantial. He says: "We use around 500,000 litres of fuel a month, and based on the results of the tests, we could save more than 300,000 litres a year once the whole fleet has converted to Michelin. The cost of that fuel saving would be more than our yearly tyre bill. So by changing to Michelin, we're effectively getting free tyres."

Dixon also plans to fit X Line Energy tyres to trailers within the fleet. "We are awaiting delivery of 30 new Schmitz Cargobull trailers arriving on X Line Energy tyres, so we hope to see even greater savings once the whole truck and trailer combination is operating on Michelin's fuel-saving tyres," he says.

Michelin X Line Energy tyres are among the most fuel efficient on the market and are designed for long distance operations on motorways and major trunk roads, making them perfect for international hauliers concerned with getting greater fuel economy.

Tyres are being supplied by local independent Michelin Truck Professional dealer A One Tyres, which provides a convenient drop-off service, enabling Dixon International's own technicians to fit replacement tyres as and when required. The in-house technicians also plan to regroove the X Line Energy tyres once the tread depth reaches between 3-4mm, extending the life of the Michelin tyres by approximately 25 per cent.

Dixon adds: "We've only just started using the new tyres, but our drivers respect Michelin as one of the top brands. We hope to replicate the savings from the trial across our fleet, as that will help us continue to strengthen our position as the market leader."



Established in 1979, Dixon International is a family run business specialising in temperature controlled logistics serving the life science and food sector for national and international haulage throughout Europe.

Operating from Swords Business Park, Swords, County Dublin, the firm has a fleet of more than 100 trucks – predominantly Volvo, Mercedes-Benz, Daf and Scania tractors hauling a range of trailers including reefers, Euroliners, box vans, skeletal and tankers.

Dixon International was awarded International Haulier of the Year three years in a row in 2012, 2013 and 2014, plus voted overall Irish Haulier of the Year 2014 at the Fleet Transport Awards.

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Michelin (www.michelintransport.com / [@MichelinTruckUK](https://twitter.com/MichelinTruckUK))

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 airplanes, automobiles, bicycles/motorcycles, earthmovers, farm equipment and trucks. It also offers electronic mobility support services on ViaMichelin.com and publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in more than 170 countries, has 111,200 employees and operates 67 production plants in 17 different countries. The Group has a Technology Centre in charge of research and development with operations in Europe, North America and Asia. (www.michelin.com)

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