

## **PRESS INFORMATION**

### **MICHELIN TYRES TOUGH IT OUT TO BECOME O'REILLY TRANSPORT IRELAND'S TYRE OF CHOICE**

(Stoke-on-Trent – October 21, 2014) – Dual Irish and UK-based haulier O'Reilly Transport Ireland is returning its commercial vehicle fleet to operating on 100 per cent Michelin tyres after being impressed by the company's multi-brand, multi-life policy which optimises the total life cost of every Michelin casing.

O'Reilly Transport Ireland adopted the full Michelin policy following a visit to Michelin's Remix factory in Stoke-on-Trent, which manufactures tens of thousands of retread tyres each year and which underwent a £20 million investment programme in 2012.

David O'Reilly, Fleet Manager of O'Reilly Transport Ireland, says: "I wanted to see for my own eyes what Michelin had to offer us. I came away seriously impressed with the quality of the manufacturing process.

"We have also been running competitive trials during the last two to three years using a variety of tyres on our tractors and trailers; the Michelin product has consistently lasted longer than other brands."

The customer, which has been operating for more than 40 years, believes that as the economy recovers, operators need to maintain stringent control of their fuel costs.

O'Reilly states: "As we grow the company it is essential that our trucks are as efficient as possible. We are investing in our drivers and our fleet to ensure that we can keep fuel costs as low as possible. The Michelin trials demonstrated a marked improvement in fuel economy and longevity over the mix of budget and premium brands we previously fitted. It's a win-win situation for us."

As a major operator in the Port of Dublin and the Heysham Port, the tyres on its trailers were suffering from rapid wear and regular damage, particularly when trailers were being sent unaccompanied via sea. TRS Tyres of Morecambe, the local independent Michelin Certified Centre, worked with their Michelin Account Manager to find a solution. Following a detailed analysis they implemented a full Michelin policy, including regrooving and retreading to maximise the value of every Michelin casing.

O'Reilly concludes: "We have received an excellent service from TRS Tyres. TRS is now fitting approximately 80 per cent of our rubber and we are confident that our tyres are being well serviced and maintained."

The new policy sees O'Reilly Transport Ireland specify the majority of its tractor units with 315/70 R 22.5 X MultiWay 3D tyres, plus it is trialling a number of vehicles on Michelin's latest generation 315/70 R 22.5 X Line Energy fuel-saving tyres. It has



also started to fit the first 65-series X Multi T trailer tyres, which were launched in July 2014 and are expected to provide a further leap in trailer tyre performance.

The family run business maintains a fleet of 170 tractor units and 600 trailers, operating throughout Ireland, the UK and mainland Europe. It is currently taking delivery of 30 Volvo FH tractor units, which have each been specified on Michelin tyres as original equipment.

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**Michelin** ([www.trucks.michelin.co.uk](http://www.trucks.michelin.co.uk) / [@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](http://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](http://www.michelin.com))

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