

MICHELIN LAUNCHES FLEXIBLE FARM TYRE PAYMENT PLAN

(Stoke-on-Trent – April 18, 2013) – Buying agricultural tyres has just become easier now that Michelin has launched its new 'Flexelagri' credit scheme.

The flexible payment programme gives qualifying UK farmers and contractors looking to purchase Michelin agricultural drive or trailer tyres, or the specialist wheel rims required for its Ultraflex technology tyre range, the ability to spread the cost over two years at a 0 per cent finance rate.

Mike Lawton, Commercial Director of Michelin's Agriculture division, says: "We are the first agricultural tyre manufacturer to offer such a deal in the UK.

"Michelin tyres are a premium brand and the upfront cost can sometimes be daunting for customers, even though the quality of the product balances out the costs by delivering increased longevity matched by impressive performance in the field and on the road. This deal allows our customers the financial flexibility to spread the cost of their new tyres over 24 months."

With the exception of a £100 administration fee, no deposit is required and all eligible participants will receive two years interest free credit* on their purchase.

The promotion includes Michelin's full range of agricultural drive and trailer tyres, including its patented Ultraflex technology tyres, which are designed to carry the same load at lower pressures, or heavier loads at the same pressure, compared with conventional agricultural tyres. This ensures better traction on dry and wet soil, a larger footprint with less soil compaction for increased yield and improved fuel economy.

The full Ultraflex technology range includes Michelin's AxioBib and XeoBib tyres for use on tractors, CerexBib tyres for combine harvesters and SprayBib tyres for self-propelled sprayers.

To take advantage of the Flexelagri payment plan a single transaction must total at least £3,500, and not exceed £15,000. Furthermore all tyres must be purchased from one of Michelin's participating Exelagri accredited dealers.

The total amount will then be payable in 24 equal monthly Direct Debit instalments.

For more information about the scheme or to find your nearest participating Exelagri dealer call 01782 401 792 or visit www.michelin-agricultural-tyres.co.uk.

*Interest free credit is subject to status and credit checks must be concluded before orders can be processed. All contracts are subjected to a £100 administration fee. Terms and conditions apply.

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Michelin (www.michelin-agricultural-tyres.co.uk)

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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