

Stoke-on-Trent, March 8, 2016

## **Simon Jackson Contractors Limited completes major tyre investment**

Salisbury-based Simon Jackson Contractors Limited has invested more than £42,000 in new tyres for its fleet in 2015 after taking advantage of Michelin's 0 per cent Flexelagri finance offer – enabling the cost to be spread across 24 equal monthly payments.

The order for 14 pairs of Michelin MultiBib tyres and two sets of AgriBib fitments has enabled the firm to benefit from premium tyres, but without the need to make a large one-off capital investment or to pay for finance.

Simon Jackson Contractors Limited, which covers Dorset and Wiltshire for both highways and agriculture work and extends into Hampshire and Berkshire for agricultural assignments, faced a large tyre bill for its 12-strong fleet of John Deere tractors, which are used intensively for up to 10 hours a day, six days a week.

Owner Simon Jackson says: "The tractors had a great deal of life left in them so when we factored in Michelin's Flexelagri finance deal, it was an easy decision to make to keep them in service and invest in new tyres. I've always specified Michelin tyres and wouldn't fit anything else. For our application, they have proven to be a long lasting hard wearing tyre and deliver outstanding operator comfort."

Before selecting the new tyres Simon Jackson Contractors Limited worked with the local Michelin Exelagri tyre dealer, Micheldever Tyres, and a Michelin account manager, to specify the optimum fitments.

"For 25 of the 30 years that we've been involved in agriculture, Micheldever Tyres have helped to keep the fleet hard at work, by taking care of all our tyre fitting and servicing. They know the business and the applications we cover – plus their Michelin Exelagri accreditation is proof, if more were needed, that our machines are in safe hands."

Simon Jackson Contractors Limited selected the MultiBib tyres for their proven soil protection properties, with the tyres' large footprint helping to minimise ground compaction by distributing pressure over a wide surface area. For row crop applications, the AgriBib tyres' optimised rubber compounds offer exceptionally long tyre life.

Michelin launched its Flexelagri credit scheme in 2013, becoming the first agricultural tyre manufacturer to offer a finance package of this kind in the UK. Farmers and contractors can use the scheme to access the full range of Michelin agricultural tyres, as well as the specialist wheel rims required for its Ultraflex Technology tyres.

For more information about the scheme or to find your nearest participating Exelagri dealer visit [www.michelin-agricultural-tyres.co.uk](http://www.michelin-agricultural-tyres.co.uk).

**Ends**



**Michelin**, the leading tyre company, is dedicated to sustainably improving the mobility of goods and people by manufacturing, distributing and marketing tyres for every type of vehicle. It also offers innovative business support services, digital mobility services and publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 112,300 employees and operates 68 production plants in 17 countries. The Group also has a Technology Centre, responsible for research and development, with operations in Europe, North America and Asia. ([www.michelin.com](http://www.michelin.com))



<http://twitter.com/MichelinAgriUK>



<https://www.youtube.com/user/AgMichelin>

***For further press information please contact:***

**David Johnson, Michelin Press Office**

**Tel: + 44 (0) 1782 402341 Email: [d.johnson@uk.michelin.com](mailto:d.johnson@uk.michelin.com)**

Andy Hemphill or Beth Laws, Garnett Keeler PR, Inver House, 37-39 Pound Street,  
Carshalton, Surrey, SM5 3PG

Tel: +44 (0)20 8647 4467 Fax: +44 (0)20 8544 4711 E-mail: [andy.hemphill@garnettkeeler.com](mailto:andy.hemphill@garnettkeeler.com) or  
[beth.laws@garnettkeeler.com](mailto:beth.laws@garnettkeeler.com)

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