



Sustainable mobility solutions for the transportation and logistics sector – Michelin at IAA Transportation 2022

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- **With tyres, for tyres and beyond tyres – Michelin exhibits solutions for sustainable and connected mobility**
- **Environmentally friendly extended service life concept – high-tech plants for commercial vehicle tyres in Homburg and Stoke-on-Trent retread with a production capacity of almost one million tyres¹ a year to high-quality standards**
- **German premiere for MICHELIN Connected Fleet, the new brand for data-supported fleet management solutions**
- **Services and solutions for tyre management**

Better performance, better efficiency – and better for the environment! From 20 September, when the transportation and logistics sector come together at IAA Transportation in Hanover, Michelin will be showing fleet operators and managers how to get their companies fit for the future. Stand A11 in Hall 19-20 at the leading international platform for transportation, logistics, commercial vehicles, and buses will be dedicated to sustainable mobility solutions with tyres, for tyres and beyond tyres. “The commercial vehicle sector is facing numerous challenges. Cost efficiency, safety, sustainability, digitalization, carbon-neutrality and networking are the big issues right now. We want to play our part in delivering sustainable mobility in this sector, and we will – primarily through ideas and approaches that extend beyond conventional tyre business,” says Maria Röttger, President and CEO of Michelin Europe North.



High performance and environmentally friendly

Optimising fuel efficiency, reducing CO₂ emissions, improving durability, extending tyre service life and recycling tyres – Michelin is bringing a whole host of solutions to IAA that will lower the overall costs associated with commercial vehicles and shrink their carbon footprint. For

example, MICHELIN X® MULTI™ Energy™ saves up to 1.1 litres per 100 kilometres² over short and long-haul journeys. This tyre exhibits optimised rolling resistance and has also been designed for a high mileage potential – both features that benefit overall performance. “With its plants in Homburg, Karlsruhe and Stoke-on-Trent in the UK, Michelin’s Northern Europe region has extensive commercial vehicle expertise. For many manufacturers of trucks, buses, vans and trailers, production operations based in Europe are attractive,” says Röttger.

Tyres from Michelin also score highly when it comes to protecting the environment and conserving resources. Two of the focal points at the fair will be the key issues of retreading and recycling. For example, using the special MICHELIN REMIX retreading service to process and regroove truck tyres to a high-quality standard extends their mileage performance by up to 150 percent.³ “Retreading is a sustainable and environmentally friendly process and a key pillar of operations at Michelin,” says Röttger. Michelin’s extended-life concept lowers costs for truck fleets and shipping companies, which don’t have to replace tyres as often and considerably reduces environmental impact. At its modern plant in Homburg, Michelin has production capacities of up to 620,000 retreaded tyres per year. The truck plant in Stoke-On-Trent also plays a key role in this area with an annual production capacity of up to 310,000 retreaded tyres.

Integrated and connected services and solutions

IAA Transportation is also being used as a springboard to launch MICHELIN Connected Fleet on the German market. This new umbrella brand brings together the data-supported fleet management solutions of the Michelin Group. MICHELIN Connected Fleet also incorporates a new series of connected solutions for hauliers, fleet operators and van fleets. These solutions provide a complete, real-time overview of factors such as the use of tractors and trailers. This ensures users can fully utilise their fleet capacities, lower their operating costs, improve traffic safety based on feedback about handling, reduce wear on the vehicle and thus optimise fuel consumption.

The Michelin predictive tyre maintenance solution will complement the MICHELIN Connected Fleet product range by leveraging AI (Artificial Intelligence) and ML (Machine Learning) algorithms. This allows customers to anticipate pressure and predict tyre wear. One of the connected technologies powering this solution will be demonstrated at IAA: QuickScan, an innovative magnetic scanner that checks tyres in seconds. It measures tread depth as the vehicle drives over it, thereby simplifying and optimising tyre maintenance. QuickScan thus provides complete transparency when it comes to the condition of tyres in the vehicle fleet, which means companies can make use of a tyre’s full-service life and benefit from low fuel costs and lower expenditure on tyres.

Michelin is also continuing to drive forward digitalisation, which is demonstrated by the various apps it will be exhibiting: MyTechXperts, for example, supports fleet operators that have their own workshops in day-to-day operations. The TruckFly app makes drivers' lives easier by locating useful places for the truckers. Meanwhile, MICHELIN ProCare is a new web-based service for van fleets that includes online support. It gives fleet operators a simple, transparent, and cost-effective solution for their tyre management. “Our customers in the OEM and fleet business segments expect cost-effective solutions that will reveal potential cost savings and help them play their part in making transportation sustainable. We offer innovative solutions and services for precisely those purposes,” says Philipp Ostbomk, Vice President Sales B2B Europe North.

Drives of the future

By showcasing its hydrogen strategy in the joint venture Symbio at the fair, Michelin is clearly demonstrating the spirit of innovation that it is bringing to the mobility revolution. By 2030, Symbio is expected to have achieved a market share of 12 per cent, be generating a turnover of 1.5 billion euros, and be manufacturing more than 200,000 fuel cell systems per year. Symbio is currently installing its StackPack system in the Stellantis Group’s first fleet of hydrogen-powered commercial vehicles. The truck segment is also a top priority for Symbio, as heavy payloads and long transport routes make hydrogen indispensable for the energy revolution.

For more news and images, visit news.michelin.com.

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¹ The Homburg plant has an annual production capacity of up to 620,000 retreads and the Stoke-On-Trent plant has an annual production capacity of up to 310,000 retreads.

² Calculation based on VECTO. Vehicle equipped with 315/70 R 22.5 MICHELIN X[®] MULTI[™] ENERGY[™] Z and D, compared to a vehicle equipped with 315/70 R 22.5 MICHELIN X[®] MULTIWAY[™] 3D XZE and XD. VECTO (Vehicle Energy Consumption Calculation Tool) is a simulation program developed by the European Commission and ACEA (European Automobile Manufacturers' Association) to calculate fuel consumption and CO₂ emissions for a vehicle in its entirety.

³ In addition to the mileage performance of the new tyre (+25% km on average from regrooving the new tyre and +25% on average from regrooving MICHELIN REMIX and +100% km from MICHELIN REMIX)

Michelin

Michelinin kunnianhimoinen tavoite on parantaa asiakkaidensa kestäväää liikkumista. Johtavana yrityksenä mobiliteetin alalla Michelin kehittää, valmistaa ja toimittaa erilaisiin tarpeisiin ja erilaisiin olosuhteisiin parhaiten soveltuvia renkaita sekä tarjoaa palveluita ja teknisiä ratkaisuja kuljetusliikenteen tehostamiseksi. Lisäksi Michelin tarjoaa matkaileville asiakkailleen elämyksellisiä hetkiä matkailuun liittyvän palvelukokonaisuuden puitteissa. Michelin kehittää myös korkean teknologian materiaaleja monille teollisuuden aloille. Yhtymän pääkonttori sijaitsee Clermont-Ferrandissa Ranskassa. Michelin toimii 177 maassa ja henkilöstön määrä on 124 760. Vuonna 2021 Michelin valmisti yhteensä noin 173 miljoonaa rengasta 68 tuotantolaitoksessaan. (www.michelin.com)