

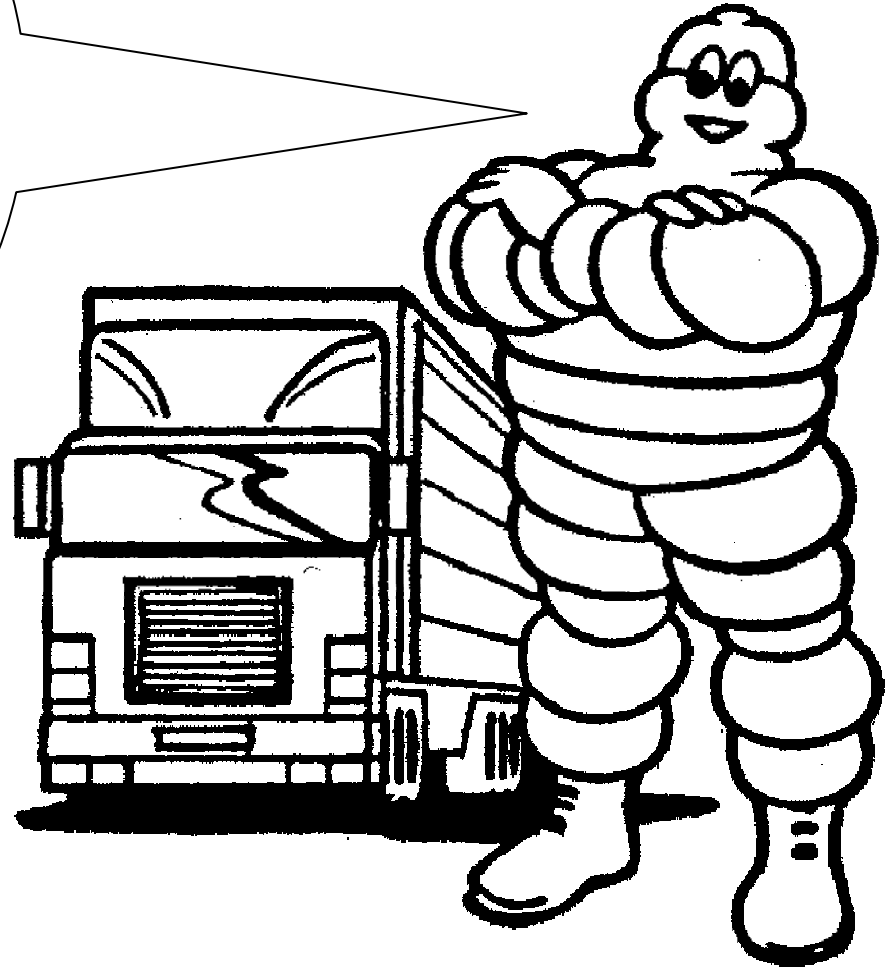
# Stop Thirsty Tyres

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**Have Your  
Tyres  
Got a Thirst  
For Diesel ?**



# Background Fuel Facts

- The UK has the highest fuel prices in Europe which have continued to rise steadily in recent years
- On average, fuel represents 62% of the operational costs of running a commercial vehicle
- Collectively, the nation's 542k trucks have an estimated £12,096 million annual fuel spend ...an average of £22,300 per vehicle



**What are you doing to  
control your fuel bill?**

**How can tyres Help?**

**Some background facts.....**



# The link between Tyres and your Fuel Bill

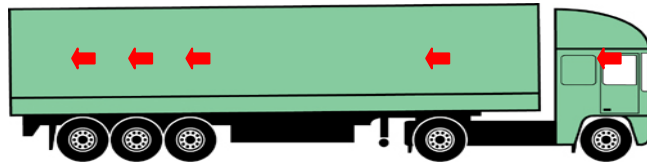
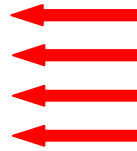
- As an operator of commercial vehicles I am sure you are aware of a link between tyres and fuel consumption.....
- But do you realise that on average 30% of your fuel bill is used to overcome the rolling resistance of your tyres



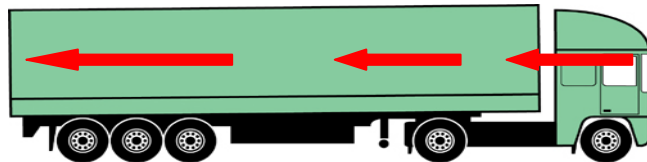
# What is Rolling Resistance ?



Aerodynamic Resistance



Mechanical Friction

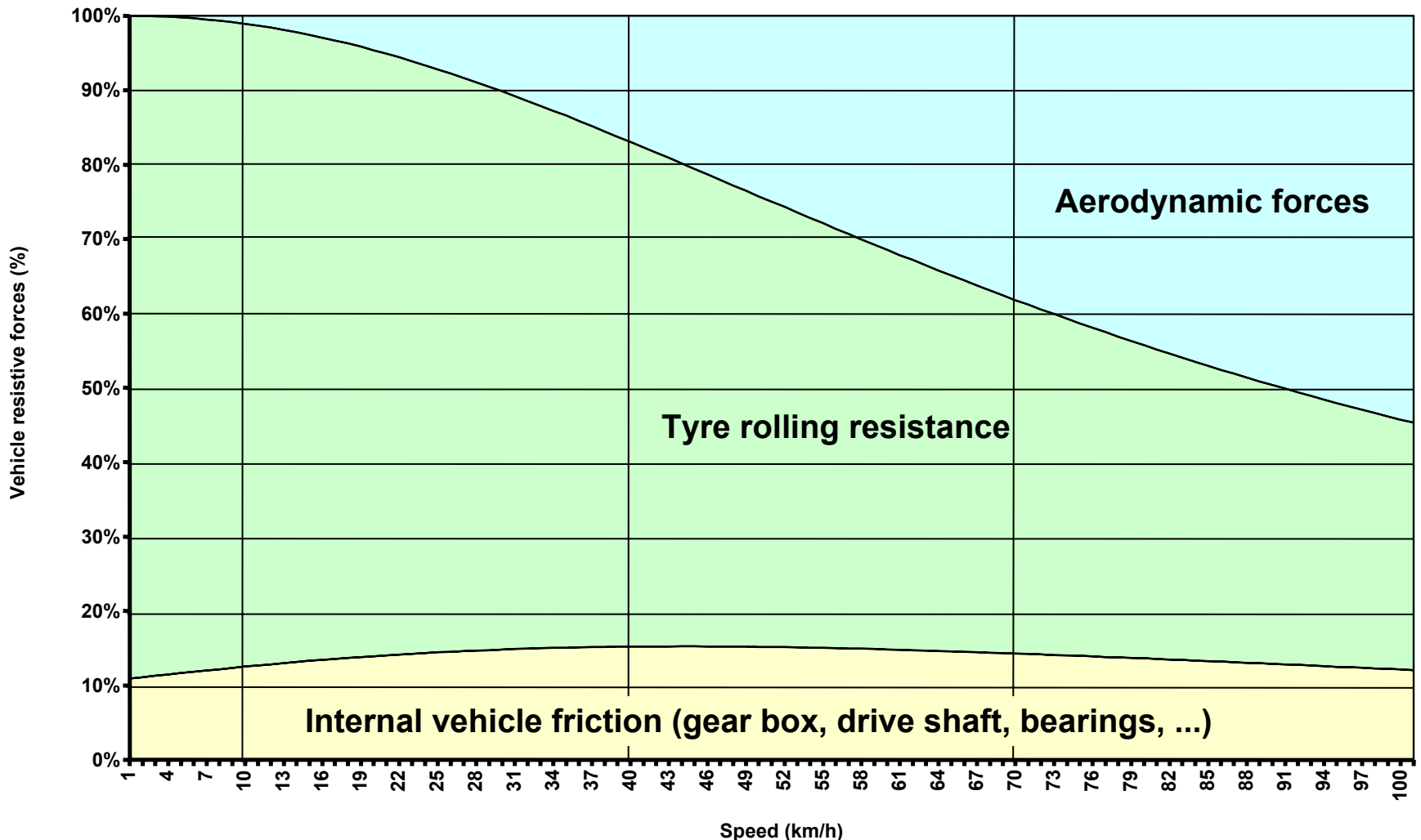


Rolling Resistance of Tyres

- Fuel consumption depends on overcoming the forces which oppose forward movement - the three major forces are shown here
- At a speed of 80km/h (50m/h) on a flat road, the energy used to overcome rolling resistance represents over **30%** of the total energy used by the vehicle



# How the Forces change with Speed



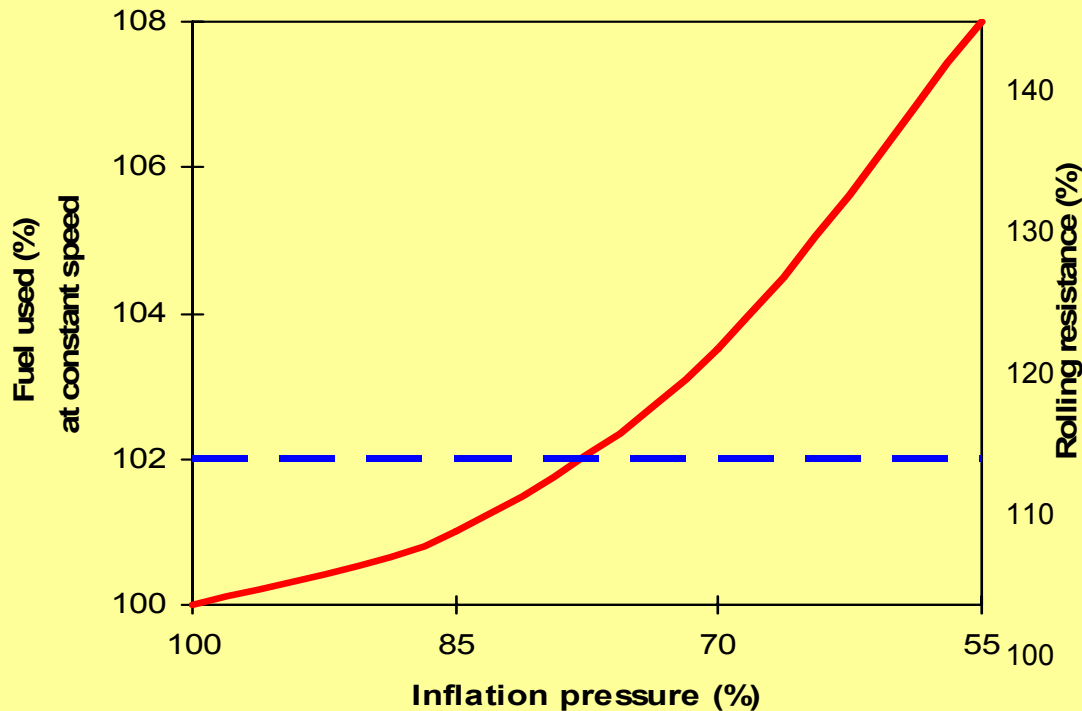
# Is it possible to change the Rolling Resistance of Tyres?

- A tyre's rolling resistance is affected by:
  - Inflation Pressure
  - Alignment on the Vehicle
  - Its Remaining Tread Depth
  - Its Construction
- What follows is some basic information on how to minimise your fleet's 'rolling resistance' and save money by managing your fleet more effectively



# Getting your Pressure right

Tyre pressure v  
Fuel consumption



**If a tyre is 10%  
under inflated,  
its fuel  
efficiency  
is reduced  
by 1.5%.**



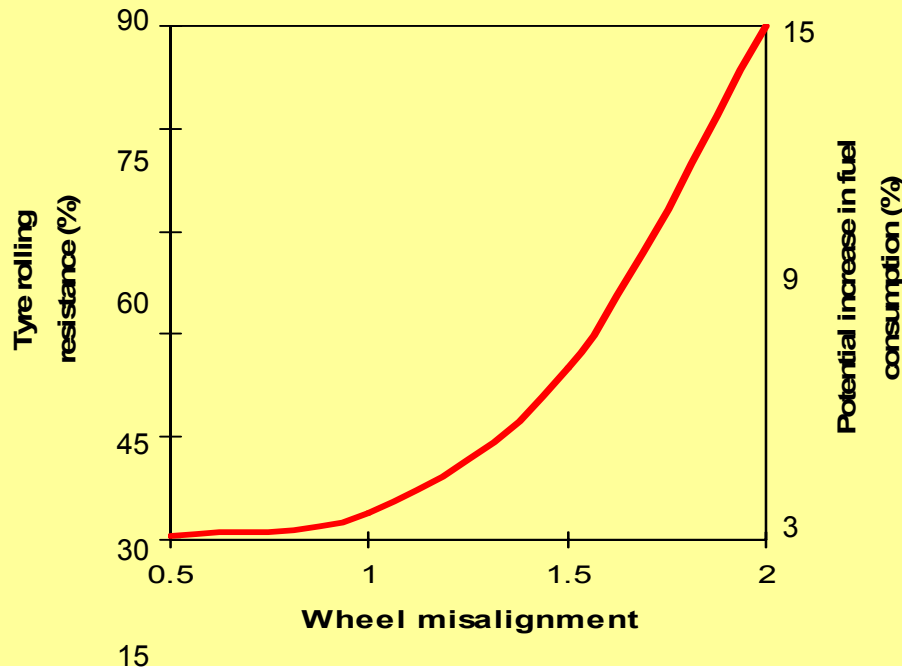
# Tyre Pressure

- 58% of tyres in the UK are at least 10% under inflated
- How often are your tyres pressures checked?
- Do you know the correct pressures that all your vehicles should be operating at?
- Are you aware that correct tyre pressure depends on the axle (drive / steer / trailer) and the axle weight ?
- Michelin can advise you on the correct pressures for the different axles on your vehicles



# Do you have your alignment checked?

Wheel alignment v  
Fuel consumption



If a wheel is  
1° mis-aligned,  
its fuel  
efficiency  
is reduced by  
3%.



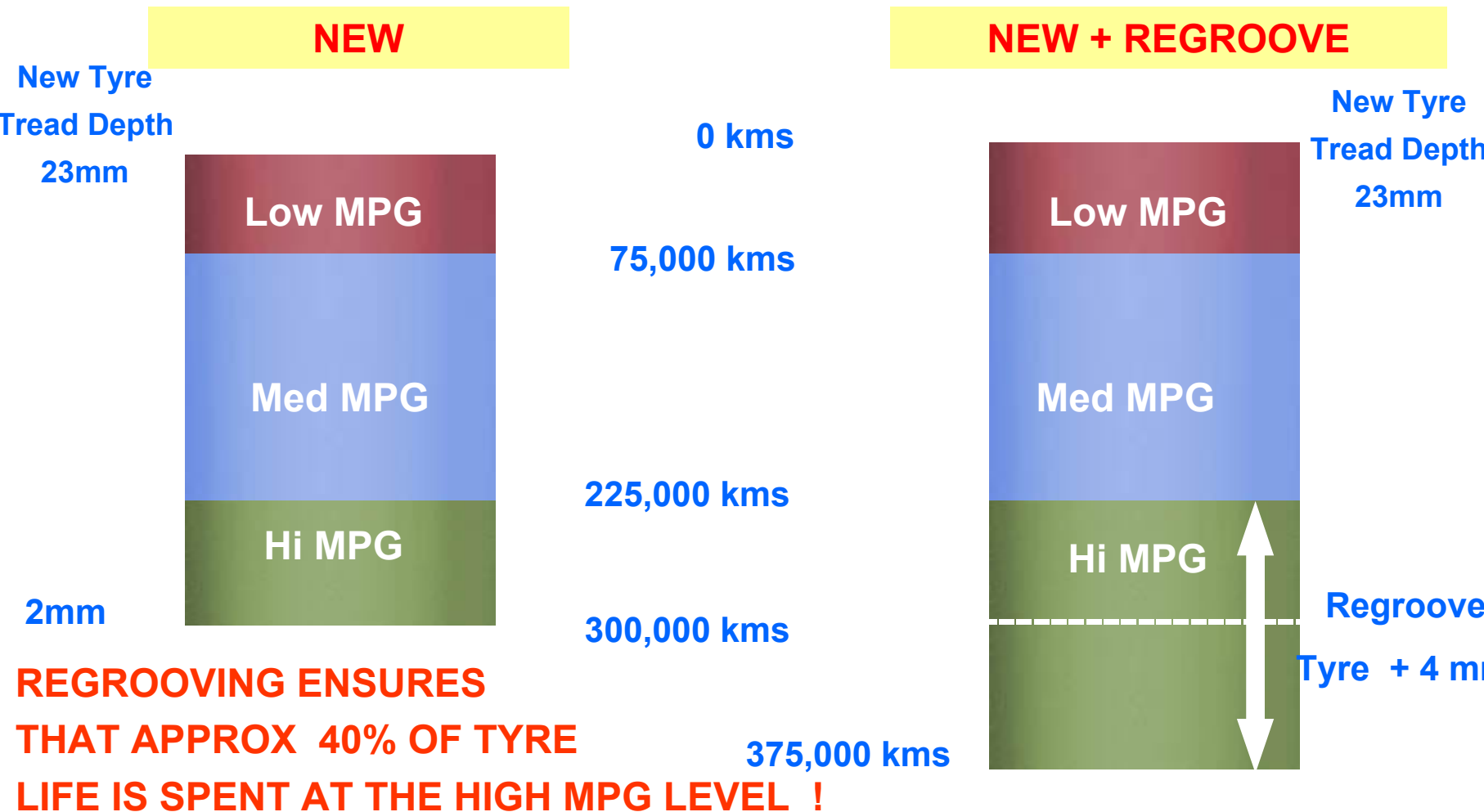
# Ensure that your Tyres are Not Removed from your Vehicles too soon

- A tyre's rolling resistance decreases as it wears
- Therefore just before a tyre is removed from a vehicle it is operating in its most fuel efficient state
- By regrooving your tyres you can continue to run them longer when they are at their most fuel efficient



# How Regrooving can help Fuel Efficiency

*Example: Michelin XDE2+*



# Some Regrooving Facts

- Only 42% of tyres returned to Michelin for Remix are regrooved
- Within Michelin managed accounts 75% of tyres are successfully regrooved
- How many of your tyres are regrooved?
- Regrooving protects the environment
- Regrooving extends the life of the tyre
- Regrooving improves fuel efficiency



# In summary, you can Minimise Fuel Bills by Managing your Tyres.....

- All tyres have a rolling resistance
  - it's a law of physics!
- However, tyre management minimises a tyre's rolling resistance and helps reduce your fuel bill
  - keep your tyres at the correct pressure
  - have vehicles' alignment checked
  - regroove your tyres



# .....and Choosing the Right Tyre for your Vehicles

- The ingredients used to construct a tyre also affect its rolling resistance
- Michelin always strives to deliver the best performing tyre with the lowest rolling resistance
- In order to reduce overall operating costs, the combined effects of a tyre's performance and rolling resistance should be evaluated



# Questions?

We would be pleased to talk in more detail. Either talk to us today or contact your own local Michelin Account Manager

## Thank You

