

NEWS RELEASE

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### **'Michelin Man' supports Arval commitment to safety and the environment**

Well looked after tyres are crucial for keeping drivers safe, keeping fuel costs to a minimum and protecting the environment. That's why Swindon based company Arval has invested in the installation of an on-site tyre compressor disguised as the 'Michelin Man'.

Over or under inflated tyres affect the way in which a vehicle handles, how it will react in emergency situations, and the amount of fuel that it uses. With this in mind, the eye catching compressor has been installed at the leasing and fuel management company's head office for employees and customers to use whenever they like.

Standing proudly in the company car park, and as tall as many of the company's employees, the compressor makes it easy for drivers to check their tyre pressures as often as they like, or at least once a month, which is the minimum frequency recommended by leading tyre safety organisation, TyreSafe.

Danny Clenaghan, Card Development Director at Arval comments:

"Our employees and customers receive a great deal of information and support from Arval in reducing their road risk and their environmental impact when driving. This compressor provides a practical tool to help them to do just that. The tyre pressure gauge is a great addition to our Swindon offices and something that we believe will be widely and regularly used."

This venture is not the first time that Arval has teamed up with Michelin as the two companies have a long standing relationship. Over the last 3 years Arval has held "Fill up with Air" days in partnership with the tyre company, aimed at raising awareness of the importance of the correct tyre pressures amongst employees and visitors.

Dave Crinson, Sales Manager Car Fleets UK & ROI at Michelin said:

"We are delighted that Arval has decided to install one of our compressors at its premises as it will enable employees to accurately check their tyre pressures on a regular basis. It also reinforces the importance tyre pressures play, not only in terms of safety, but also by potentially cutting fuel consumption, reducing CO<sub>2</sub> emissions and improving tyre life on their vehicles."

The installation of the 'Michelin Man' coincides with the onset of winter weather and also this year's Tyre Safety month, organised by TyreSafe. Spanning October, the event highlights the importance of tyre care and has a particular focus on checking tyre tread depths.

**Ends**