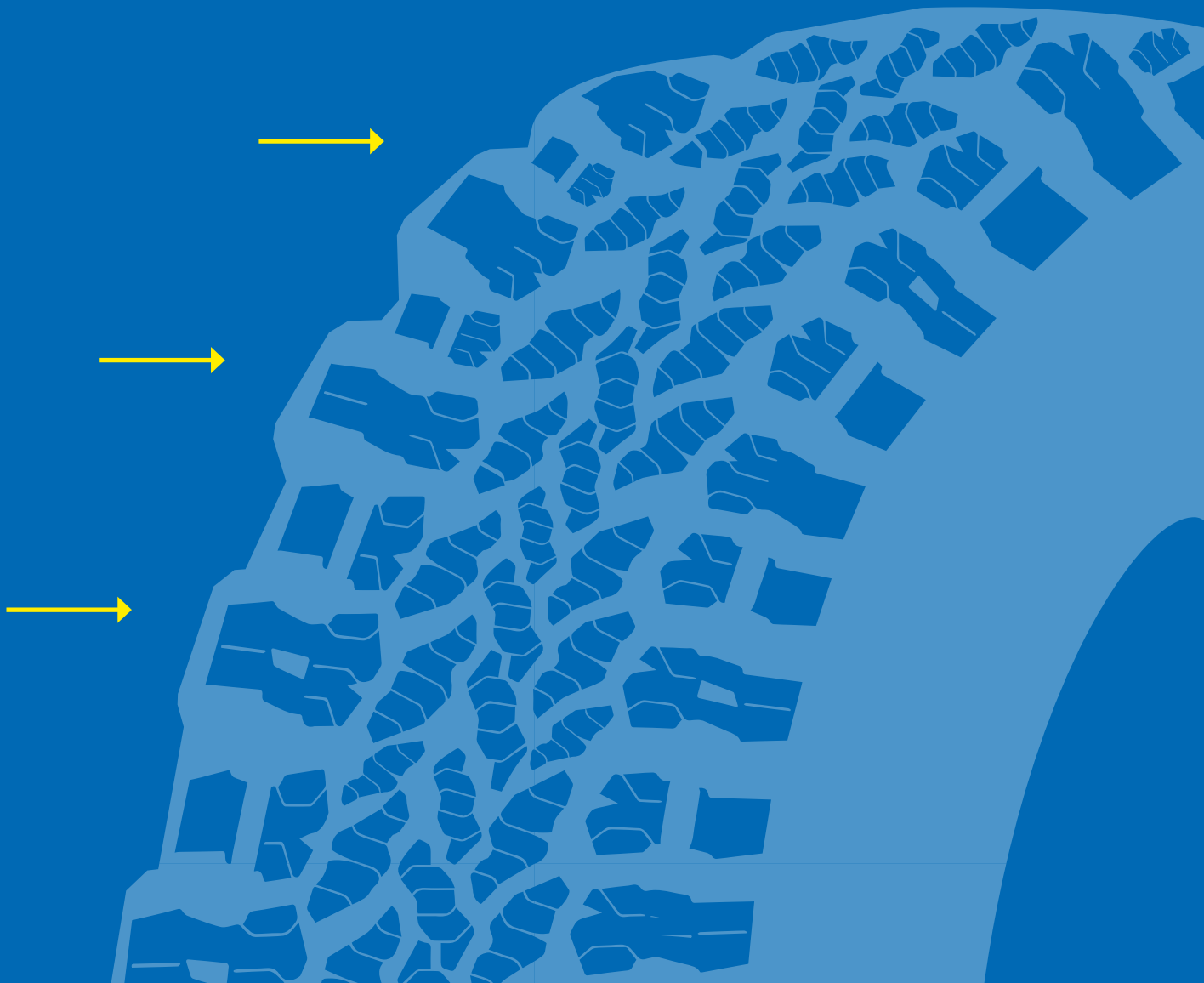


MICHELDEVER FLEET SOLUTIONS (MFS)

GETTING TO GRIPS WITH 4X4 TYRES GUIDE



4X4 TYRE MARKET OVERVIEW

The cross-over, SUV and 4x4 models are responsible for 50% of new car registrations in the UK market. According to the Society of Motor Manufacturers and Traders (SMMT), the trade association for the UK motor industry, four of the five best-selling new cars in January 2023 – MG HS, Volkswagen T-Roc, Nissan Qashqai and Kia Niro – were SUV, crossover and 4x4 models.

As we move forward all the signs from the market indicate that the popularity of cross-over, SUV and 4x4 models is set to continue. Based on industry analysis, it's predicted that by 2025 they will account for around 60% of all new car registrations.

If we drill down further and begin to look at more specialist segments, the strength of the UK market becomes more evident. A good example of this is pick-up trucks, where the UK currently has the largest sales market in Europe.

One of the driving forces behind the UK pick-up truck market's success is the demand from the fleet sector. The popularity of pick-up trucks for many fleets comes from the need for a versatile four-wheel drive vehicle that cannot only carry a load and equipment but can also tow as well.

While popular with fleets, most of the pick-ups used are supplied with road-orientated tyres, which are not always sufficient for the job at hand. As a result, the need to change the tread pattern becomes necessary.

This is not just an issue found with pick-up trucks, it's a common problem with many cross over, SUV and 4x4 vehicles. There is often a requirement for these types of vehicles to be fitted with an all-terrain or mud-terrain tread pattern – see later in the guide for more on all terrains - to cater for the conditions of service.

It's a frequently occurring issue for fleets and one which Micheldever Fleet Solutions (MFS) is expertly equipped to deal with.

MFS PROPOSITION: WHO WE ARE AND WHAT WE DO

Micheldever Fleet Solutions (MFS) is a fully-fledged, flexible tyre fitment solution for fleet businesses across the UK.

MFS recognises that no two fleets are the same and that fleet operators and drivers have specific and often unique requirements. As a result, MFS prides itself in building bespoke individual solutions for individual customer needs.

It does this by providing an unmatched combination of fleet solutions and product expertise to deliver against the performance, commercial and the Environmental, Social and Governance (ESG) needs of the most demanding vehicle fleets.

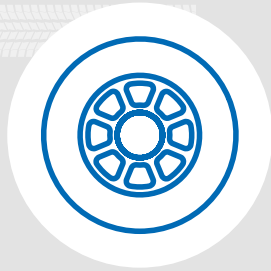
At the core of this integrated approach are the four key components of the MFS proposition:



Unmatched product expertise and knowledge, along with access to an extensive brand portfolio



24/7, 365-day support



National fitting coverage and loose tyre distribution but local to you



Bespoke, custom-built solutions including tyre, MOT and maintenance

“MFS is able to provide customers with extensive knowledge and unbiased advice regarding tyres and tyre service provision, access to established brands, exceptional support and network coverage.”

“The one-stop shop solution for fleet services makes MFS quite unique in the sector. It also makes MFS extremely attractive to businesses looking for an efficient, reliable and trusted service, particularly fleets with specific or non-standard requirements.”



"WE'VE GOT YOUR BACK"

ADVICE AND SUPPORT FROM THE MTS SPECIALIST DIVISION



MFS consists of an experienced and knowledgeable team, with many years of experience working within the fleet sector.

This comprehensive level of expertise offered by the core MFS team is further supplemented by Micheldever Tyre Solutions' (MTS) new Specialist Division - headed up by Dave Dineen, Head of the MTS Specialist Division.

SELECTING THE CORRECT TYRE FITMENT

The Technological Division, including the specialist 4x4 team, is equipped with over 130 years of unrivalled industry experience and knowledge, enabling them to provide impartial advice and make informed decisions on any aspect of the market.

They can also help fleets and utility companies to navigate the minefield of selecting the correct tyre fitment by not just offering a tread pattern to suit but also the required tyre change to accommodate the customer's requirements. MFS can even help with a solution to find a home for the original equipment tyres, when they are no longer required for use.



THE ALL-TERRAIN ON-ROAD OR OFF-ROAD, ALWAYS THE RIGHT TYRE FOR THE JOB

For many years, MFS has helped develop fitments that suit the needs of service for fleet and companies working in difficult and challenging environments.

For example, 4x4 or utility vehicles repairing overhead pylons or telegraph poles will need to go off-road. However, the fleets operating these vehicles require the reassurance that they won't get stuck with their equipment in difficult terrain, such as fields etc, as a result of fitting the wrong tyres.



With the costs to be counted in vehicle downtime, inconvenience and financial penalties levied by landowners for damage to their land, getting the right tyre for the job is essential.

The best and most cost-effective solution is the All-Terrain tyre. One of the most popular patterns in this segment, All-Terrain tyres can allow the vehicle to go off-road while being equally suitable for on-road use.

The All-Terrain tyre is comfortable, quiet on the road, delivers good mileage and performs equally as well in wet and dry conditions. It also tows well due to its construction and provides excellent off-road performance.

THE ALL TERRAIN RANGE

THREE OF THE BEST FROM MFS



BF GOODRICH ALL TERRAIN KO2

The BF Goodrich All Terrain TA KO2 is the latest version of its renowned BFGoodrich KO tyre, and is designed to be fitted to SUV and 4x4s.

Its key features include:

- Aggressive all-terrain traction on and off-road
- A robust sidewall design equipped with exclusive 'CoreGard' technology that saves the sidewall from bruising and splitting.
- Staggered shoulder blocks for greater manoeuvrability in soft soil and deep snow
- Advanced tread design for longer wear



FALKEN WILDPEAK AT3WA

The Falken Wildpeak AT3WA is a popular All-Terrain and Off Road All Season tyre designed to be fitted to SUV and 4x4s.

Its key features include:

- Tread design combined with a silica tread compound for even wear, snow traction and wet performance
- Excellent all-terrain performance thanks to rugged construction and cutting-edge manufacturing
- Developed with 4D-Nano Design Technology
- Noise emission and high ride comfort on the road





GENERAL GRABBER AT3

The Grabber AT3 is fully dedicated to the specific requirements of heavy vehicles, including vans, pick-ups and off-road vehicles.

Its key features include:

- A symmetric tread that will cope with any terrain and combines maximum comfort with excellent driving dynamics off-road
- The reinforced blocks and durable rubber compound give the tyres a very long lifespan, even after prolonged use in difficult terrain
- The sharp self-cleaning tread prevents snow and mud from clogging the circumferential grooves
- They stabilize the wheel under high loads, and the steel belt improves the general durability of the tyre



GRABBER AT3

DRIVING INNOVATION IN THE VAN MARKET

MFS is enabling utility companies and fleet operators to take their vehicles into new working environments by offering the first true all-terrain tyre for the van market.

The popular Grabber AT3 is a versatile and robust tyre combining exceptional off-road capabilities with outstanding grip on the road in all weather conditions. It's been created by the engineers at General Tire, who have listened to both the market's requirements and Micheldever experts, who have inputted into the tyre's development.

The 235/65R16 121/119R size has been approved for speeds of up to 106 mph and the load capacity is 1450 kg for individual mounting and 1360 kg for dual fitment (load indexes 121 and 119 respectively).



ADDITIONAL GRIP



The Grabber AT3 features robust blocks that interlock with the ground, and allow the vehicle to move forward, steer precisely, and ensure short braking distances. It's also equipped with aggressive shoulder blocks that reach into the sidewall of the tyre and prevent it from being damaged. For off-road use, the deep tread grooves provide additional grip when the vehicle is travelling over muddy roads or slippery grassland.

The Grabber AT3 includes TracGen™ and DuraGen™ technology. Thanks to its numerous grip edges in the innovative tread, TracGen™ ensures exceptional traction on loose ground and the best transmission of drive and braking forces.

BEST ALL-TERRAIN-TYRE

The DuraGen™ technology, in turn, guarantees an extremely robust rubber compound ensuring extra-strong stud rows and a long tyre service life, even when used on rough terrain.

Dave Dineen, Head of the MTS Specialist Division said: “MTS sits on the European Tyre Distributor Council, which gives us a further opportunity to become heavily involved in product development and range additions. It enables us to listen to our fleet customers and what they need, then take those learnings and work with the manufacturers to provide the right application to suit those needs.

“The result is the Grabber AT3, one of the best all-terrain tyres on the market. It's also an excellent mid-range tyre, which is good news for fleet operators in the current climate as it means they can save money without compromising on the quality of the product.”

MFS RIDES TO THE RESCUE OF THE COASTGUARD WITH PICK- UP TRUCK PATTERN SOLUTION



MFS rode to the rescue of the Maritime and Coastguard Agency (MCA) by getting to grips with a pattern problem specific to pick-up trucks.

MFS research identified an issue with road-orientated tyres fitted as OEM equipment on pick-up trucks. Our expert team found that many of the OEM tyres on pick-up trucks were not best suited for multiple terrain use.

This is due to the majority of pick-up trucks being supplied on road orientated tyres as original equipment, often to comply with current WLTP legislation requirements. With a boom in the supply of pick-up trucks into the fleet and utility sector, it has become an increasing issue for operators looking for all-terrain tyres that best suit their business needs.

It was exactly the case for the Coastguard, as MFS brought their knowledge and expertise to the fore to provide a robust and achievable solution to be rolled out across the MCA's pick-up truck fleet.

Dave Dineen, Head of the MTS Specialist Division, said: "Reliability and the right pattern choice is essential for an operation such as the Maritime and Coastguard Agency. Their vehicles need to give their drivers the confidence to tackle any terrain in any weather condition, all year round".

"The tyres were expertly chosen to handle the conditions of service which these MCA vehicles encounter. The General Grabber AT3 are the tyres of choice for the Mitsubishi L200 pick-up range, coupled with the Falken Euroall AS210 all-season tyres which have been added to the MCA's Mitsubishi Eclipse Cross vehicles."

The Falken Euroall AS210 all-season tyre was chosen for its road performance in both the summer and wintry conditions.

For honest, unbiased advice on a range of tyre solutions for fleets, please contact Peter Gittens at **peter.gittens@micheldever.co.uk**

