

MICHELIN RECEIVES THE “Best Supplier” AWARD FROM CNH INDUSTRIAL



Michelin's Agricultural division received the 2015 “Best Supplier AWARD” from CNH Industrial, a global leader in the areas of agricultural machinery, construction equipment, commercial vehicles and powertrain technology. CNH Industrial designs, produces and sells ‘machines for work’, across its 12 brands, which cover everything from tractors and combines, excavators, wheel loaders, trucks, buses, firefighting and civil protection vehicles to powertrain solutions for on and off road and marine engines.

This annual Awards ceremony presented the opportunity for CNH Industrial to evaluate its major suppliers through key performance criteria such as relationship, quality, supply chain, reliability. This program promotes continuous and mutual improvement to reinforce sustainable partnership.

This Award given to Michelin particularly highlights the results of the “active demand management”, a process launched by Michelin Agricultural division to increase its capacity to integrate the Customer needs at the heart of the supply chain process. It also rewards Michelin support to grow on new markets like China or Brazil, and its best-of class agricultural products like MICHELIN Ultraflex tires.

At last, this recognition is the result of a strong and long term relationship between the two companies to meet the agricultural challenges alongside farmers. It's the first time this award is given to a tire manufacturer.

A concrete illustration is the partnership Michelin and CNH Industrial for EXPO Milano 2015: MICHELIN tires with Ultraflex technologies were chosen by New Holland Agriculture (a brand of CNH Industrial) to fit its agricultural machines exhibited at its pavilion during EXPO as well as at the Energy Independent farm “La Bellota” (Italy).





From left to right: Sergio CARPENTIERE (CNH Industrial Chief Purchasing Officer), Rich TOBIN (CNH Industrial CEO, Emmanuel LADENT (Michelin AG Division Director), Mark JONES (CNH Industrial, Head of Chemical Commodity- Purchasing)

Emmanuel LADENT, head of Michelin's Agricultural division, received the 2015 "Best Supplier AWARD" during a ceremony hosted by CNH Industrial on July 16th. "Michelin Agricultural Division teams are really proud to receive this recognition. It's the result of a strong collaboration with our partner CNH Industrial. We take care to focus our energy and know how to our Customer, and the trust reflected by CNH Industrial through this award honors all of us" said Emmanuel LADENT.

Michelin media relations: + 33 1 45 66 22 22