

## MICHELIN Exelagri

Michelin introduces a new phase in the development of the MICHELIN Exelagri label for farmers to mark its 10<sup>th</sup> anniversary



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## **MICHELIN Exelagri marks ten years of experience and high standards in the world of agricultural tire retailing and opens up new growth prospects**

### ✓ **Key information**

**Michelin is celebrating the tenth anniversary of MICHELIN Exelagri, a partnership program with dealers that is designed to develop quality offerings and services for farm operators.**

**Over the next ten years, one in every two agricultural tires sold in Europe should come from an outlet certified to MICHELIN Exelagri standards following an independent audit.**

The MICHELIN Exelagri label, which was introduced in 2004, indicates that an agricultural tire outlet has undergone an independent audit process and been certified as providing a high quality of service tailored to the needs and expectations of farm operators.

MICHELIN Exelagri is a guarantee of quality and professionalism for farmers. For them, a certified dealer represents a reliable partner who can provide customized advice and support for technical operations.

Ten years since its creation, the MICHELIN Exelagri network has:

- 770 certified outlets, 95% of which are in Western Europe and 5% in Eastern Europe.
- A 38% share of the European agricultural tire market (all brands combined). In other words, **four in every ten tires sold in Europe today come from a certified MICHELIN Exelagri dealer.**

Michelin is identifying new growth prospects for its MICHELIN Exelagri label over the next ten years. After a major phase of geographic expansion to build up the network of 770 certified outlets, Michelin is now drawing up new strategic geographic objectives and announcing market ambitions for all certified sales outlets.

In the next 10 years, the MICHELIN Exelagri network aims to have:

- 1,000 certified outlets, 65% of which are in Western Europe and 35% in Eastern Europe.
- A 50% share of the agricultural tire market (all brands combined) in Europe. In other words, **one in every two agricultural tires sold in Europe should come from a MICHELIN Exelagri certified dealer.**



In 2004, the year the **MICHELIN Exelagri label** was created, Michelin launched the first tires with **MICHELIN UltraFlex** technology. Based on the premise that less pressure on the ground equals bigger harvests, the innovation was so significant in the farming world that it continues to have a lasting impact today. MICHELIN UltraFlex technology is still used in all phases of crop farming.

While tires are now increasingly high-performance and fitted with ever-more advanced technologies, MICHELIN has decided to go a step further, reasoning that as the tire is a high-quality, technically advanced product, a qualified professional is needed to ensure the customer can get the most out of it. With the aim of helping users to understand the different aspects of tire performance, Michelin wanted to support dealers so that they can showcase and help users get the best out of these new tires.

To obtain the MICHELIN Exelagri label, dealers must meet a strict set of specifications, and are assessed through an audit carried out by an independent certification organization. **MICHELIN Exelagri certification delivers value-added not only to the outlet but also, and most importantly, to the farm operator.** It attests to the high level of service offered to the farmer and the technical and advisory services delivered.

- **Advice:** so that an appropriate tire, suited to both the equipment and conditions of use, can be chosen.
- **Emergency repairs:** guaranteed even during periods of intense farming activity, such as grain and grape harvesting.
- **Geometry:** to get the right settings on agricultural machinery to optimize tires and fuel use and guarantee an improved Total Cost of Ownership (TCO).
- **Ballasting:** effective in certain conditions of use, it requires precise skills to use the right quantity of water and antifreeze as well as correct sealing. MICHELIN Exelagri dealers have this expertise.
- **Mounting:** tires can be mounted on site for all machinery, which is a real time saver for farmers.

### **MICHELIN Exelagri, a European benchmark, both now and in the future**

Ten years on, there are now over 770 dealers operating in 20 European countries, forming a network of outlets that boast the MICHELIN Exelagri label. Some 40% of agricultural tires (all brands combined) sold in Europe come from a dealership with this label.

In the next ten years, the network should encompass 1,000 certified outlets. The aim is to further strengthen dealer professionalism to increase the quality of service.

The objective of the MICHELIN Exelagri partnership in the coming years is to ensure that members of the network become the essential contact point for farmers looking for advice and information to help them get the most out of their tires on the farm.

By doing this, Michelin estimates that one in every two tires sold (all brands combined) in Europe will come from a MICHELIN Exelagri certified dealer.



Michelin is continuing to support MICHELIN Exelagri dealers through training, investment aid for professional equipment, and information on changes and innovations in the agricultural world. For this purpose, the MICHELIN Exelagri News newsletter is back again starting in summer 2014, with QR codes and links to the Michelin Agriculture website and YouTube channels. It is also available in a downloadable, interactive PDF format.

In addition, Michelin has announced that it is deepening its relationships with the MICHELIN Exelagri dealer network, in particular by introducing an improved audit that is more in tune with farmers' expectations.

New digital tools will enable dealers in the MICHELIN Exelagri network to remain at the forefront of innovation.

➤ **A look at the European countries where agricultural tire dealers can earn MICHELIN Exelagri certification.**

2004: France, Germany, Switzerland, Austria, Italy, Spain, Portugal.

2006: Belgium, Luxembourg, the Netherlands, the United Kingdom, Ireland, Poland, Lithuania, Latvia, Estonia.

2010: Hungary, the Czech Republic, Slovakia, Slovenia.

2011: Norway, Sweden, Finland, Denmark.

2014: Turkey, Romania, Bulgaria.

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