Biker Group was established more than 40 years ago and is a privately-owned and family-run business based in North Yorkshire and Teesside. Employing more than 150 people, it provides a range of services to the construction industry including materials handling, concrete, waste management, haulage and ground works.

Biker Group

Up until two years ago, Biker Group had been using a combination of Michelin and competitor tyres, with 295/80 R22.5 and 315/80 R22.5 fitments across its rigids and tractor units, and 385/65 R22.5 tyres on trailers.

In search of greater efficiency savings, the firm took the decision to switch its entire fleet to a multi-life Michelin policy, and tapped into Michelin’s account management and technical teams to help it optimise both tyre specifications and management to get the most out of its new policy.

The multi-life policy ensures the customer can extract several lives from each new casing – new, regroove, Remix and regroove – with the potential for a worn Remix tyre to be retreaded again through Michelin’s Encore remoulding process.

The Michelin X Works tyres had already proven themselves within the fleet, being specifically designed for operators which do most of their mileage on the road – but which also need traction and robustness on rough tracks and construction sites for deliveries.

As part of its move to a 100 per cent Michelin policy, Biker Group benefits from the manufacturer’s accidental tyre damage guarantee which promises to refund customers in the event that accidental damage is suffered before a new or Remix tyre is 50 per cent worn, subject to terms and conditions.

Michelin's Approach

Michelin is “quite simply the best product on the market”
RESULTS

After adopting a 100 per cent Michelin policy, the construction industry specialist is now saving up to £80,000 a year on its tyre and fuel bill.

Rolling resistance data provided by Michelin – and verified by the firm – shows the efficiencies given by the Michelin X Works tyres have also helped cut the company’s annual CO₂ emissions by 209 tonnes thanks to the improved fuel efficiency compared to competitor tyres.

Managing Director Tony Biker says: “On some days our vehicles may only do up to four miles, but in some pretty atrocious quarry conditions where they can take a real hammering. We also need them to be flexible enough to cater for primarily road-based deliveries at other times.

“Since moving to a fully Michelin policy we have seen a noticeable reduction in downtime due to tyre damage; plus we’re benefitting from improved fuel efficiency, which in turn cuts emissions too. Quite simply they are the best product on the market.”

Key to the Michelin X Works’ exceptional performance is the use of the most advanced Michelin technologies, including Powercoil, which is a new generation of robust steel casing cables which help to make each tyre lighter yet more robust, leading to better endurance and reduced rolling resistance. Michelin X Works drive tyres also feature specially designed Z-sipes that increase the traction on road in winter conditions, especially on snow and ice, allowing them to attain 3PMSF certification.

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Tony Biker
Managing Director, Biker Group