

# Michelin Fleet Solutions From Selling Tires To Selling Kilometers

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## Michelin Fleet Solutions From Selling

What. Michelin is a worldwide leader in the tyre industry, based in Clermont-Ferrand in the Auvergne région of France. Michelin launched Michelin Fleet Solutions to offer transportation companies comprehensive tyre management solutions for their fleets of vehicles over a three to five year period. The deal would offer customers a number of peace-of-mind benefits including better cost control, fewer breakdowns and less administration.

## Featured case - Michelin Fleet Solutions: From Selling ...

Business Model Innovation: Michelin Fleet Solutions - From Selling Tires To Selling Kilometers By Wolfgang Ulaga, Professor Frédéric Dalsace Frédéric Dalsace and Chloé Renault Michelin, a worldwide leader in the tyre industry, launched in 2000 a comprehensive tyre-management solution offer for large European transportation companies, called Michelin Fleet

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Solutions (MFS).

## **Business Model Innovation: Michelin Fleet Solutions**

Customized tire lease programs from Michelin can help you stay available for your customers, save fuel and reduce costs. We offer effective tire fleet solutions for a full range of applications, including transit, motor coach, refuse and all types of trucking fleets. MICHELIN ® Fleet Solutions ™. It's the smart way to save your capital.

## **Michelin Fleet Solutions | Michelin Truck**

Michelin, a worldwide leader in the tyre industry, launched in 2000 a comprehensive tyre-management solution offer for large European transportation companies, called Michelin Fleet Solutions (MFS). Michelin Fleet Solutions: From Selling Tires to Selling Kilometers | The Case Centre, for educators

## **Michelin Fleet Solutions: From Selling Tires to Selling ...**

A comprehensive tire management solution was launched by Michelin in the year 2000 called as Michelin Fleet Solutions (MFS). The main motive of the management of the company in order to adopt this system was that the management of the company wanted to maximize the length of the tires of Michelin so that it satisfied the customers and they were less reluctant to pay any price premium set by the company.

## **Michelin Fleet Solutions: From selling tires to selling ...**

Case study -From selling tires to selling kilometers! Michelin launched Michelin Fleet Solutions to offer transportation companies comprehensive tyre management solutions for their fleets of vehicles over a three to five year period. 3. Practical examples -solution proposed

## **Case study Michelin From selling tyres to selling kilometers!**

Michelin is the leader in the tire industry around the globe. Michelin launched a comprehensive tire-management solution for large European transportation companies and it was named as Michelin Fleet Solution (MFS). With this new introduction the company aimed on selling not just tires but selling kilometers.

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## **Michelin Fleet Solutions Case Solution And Analysis, HBR**

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NexTraq, a major U.S. provider of digital solutions for small- and mid-sized fleets, with close to 6,500 fleet management customers and 115,000 individual customers. With its acquisition of PTG and Télэфlow, Michelin is now the world's leading provider of tire pressure control systems.

## **The Michelin Group| Tire-related services and solutions**

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## **From Product to Service: Navigating the Transition**

In 2000, Michelin made a giant leap by expanding its remit from solely being a manufacturer of tires to becoming a service provider through the launch of the Michelin Fleet Solutions (MFS) [3]. Michelin's tires were traditionally priced at a premium and the idea was to create a value-added service for large vehicles fleet operators.

## **Michelin: Tires-as-a-Service - Technology and Operations**

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Michelin Fleet Solutions was a good idea sought by the management after seeing the market dynamics which proved to be very favorable for such a business. Michelin was the leader in its business, but offered the product at a very expensive rate. The service market had shown good prospects in Europe but MFS could not reap them efficiently.

## **Michelin Fleet Solutions Case Solution and Analysis, HBS**

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Michelin solutions is part of the Michelin group and was established in May 2013. It currently employs around 900 people globally and is responsible for in excess of 310,000 vehicles currently on contract. Michelin solutions is dedicated to

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designing, developing and commercialising solutions for fleets of trucks, buses, coaches, cars and vans.

## **Michelin solutions - Cision**

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## **(DOC) Michelin Group 3 | Thomas Nguyen - Academia.edu**

With this new business model, the company ventured into selling kilometers - instead of selling tyres. This decision moves the strongly product-driven firm into the new world of services and solutions. The shift is intuitively appealing, and it provides Michelin with an opportunity to differentiate itself in the tyre business.

## **Michelin - Case study on Michelin Fleet Solutions From ...**

Safety Policy: MICHELIN Fleet Safety Solutions can provide recommendations for your safety policy based on industry best practices. We automate your drivers' review and acknowledgement of your safety policy, so that you have digital records upon hiring, on an annual basis and any time there are updates. Telematics Data Analysis: MICHELIN ...

## **Help Reduce Risk and Liability with MICHELIN® Fleet Safety ...**

FRONTERE Noémie Business Model Innovation in the tyre industry 28/06/2013 Michelin: Business Model Innovation Executive summary: This report focuses on Michelin's fleet solutions (MFS) activity and the way the company has dealt with the transition from product provider to service provider so far.

## **Business model innovation in the tyre industry**

A proactive, streamlined plan for buying and selling fleet vehicles can help you manage risk and lower your total cost of fleet ownership. Enterprise's partnerships and multi-channel resale opportunities help clients save money and time while acquiring vehicles - and achieve higher returns when selling.

## **Buy & Sell Fleet Vehicles | Enterprise Fleet Management**

If you want to sell online for \$20 or less, check out our Best

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Ecommerce Platforms Review, which includes website builders like Wix and Weebly. For dedicated hosted ecommerce solutions, Shopify starts from \$29 a month, and BigCommerce starts from \$29.95 a month. Self-hosted solutions are a lot harder to calculate because hosting plans vary so much.

## **Best Ecommerce Software of 2020 | 6 Solutions to Skyrocket ...**

Michelin's bumpy road to fleet management solutions (2)  
Products 4-lives of a tire Services Add customer value Solutions  
Selling kilometers, not tires Michelin Fleet Solutions Off-Road  
Tires Monitor Repair Truck Tires Switch Permute Car Tires Inflate  
MFS sales team, but ...

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