

Case Study: Dixon International



Dixon International

Established in 1979, Dixon International is a family run business specialising in temperature controlled logistics serving the life science and food sector for national and international haulage throughout Europe.

The company was awarded International Haulier of the Year three years in a row in 2012, 2013 and 2014, plus voted overall Irish Haulier of the Year 2014 at the Fleet Transport Awards. It operates from Swords Business Park in Swords, County Dublin and has a fleet of more than 100 trucks and 170 trailers.

The Michelin approach

The senior management team at Dixon International were keen to test the performance of Michelin's latest generation of fuel-saving tyres, so elected to conduct a six month trial on six tractor units in its fleet.

The first three vehicles were fitted with Michelin 315/70 R 22.5 X Line Energy tyres, with the others using the fleet's existing premium brand fitment. All six vehicles were tested on long-distance, high-

speed European routes in keeping with Dixon International's typical operations.

Michelin X Line Energy tyres are among the most fuel efficient on the market and are designed for long distance operations on motorways and major trunk roads, making them perfect for international operators concerned with getting greater fuel economy.



Results

The trial highlighted the fuel-savings available to Dixon International through a change in tyre policy, after the Michelin-fitted tractors averaged a 5.2 per cent saving in fuel.

This saving was so significant that the company has switched immediately to a full Michelin replacement policy, as well as specifying them as original equipment on new trucks and trailers.

Michael Dixon, Dixon International Director, says that the projected savings from fitting Michelin's latest generation of fuel-saving tyres will be substantial. He explains: "We use around 500,000 litres of fuel a month, and based on the results of the tests, we could save more than 300,000 litres a year once the whole fleet has converted to Michelin. The cost of that fuel saving would be more than our yearly tyre bill. So by changing to Michelin, we're effectively getting free tyres."

Dixon also plans to fit X Line Energy tyres to trailers within the fleet. "The trial only tested the fuel-saving potential of the tyres on our tractors, so we hope to see even greater savings once the whole truck and trailer combination is operating on X Line Energy," he says.

Tyres are supplied by local Michelin Truck Professional dealer A One Tyres, which provides a convenient drop-off service, enabling Dixon International's own technicians to fit replacement tyres as and when required. The X Line Energy tyres can be regrooved once the tread depth reaches between 3-4mm, extending the life by approximately 25 per cent.

Dixon adds: "We've only just started using the new tyres, but our drivers respect Michelin as one of the top brands. We hope to replicate the savings from the trial across our fleet, as that will help us continue to strengthen our position as the market leader."



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