



The Omnitrac Range.



The Goodyear Omnitrac MSD II is a mixed-service drive tyre for excellent mileage and traction on and off the road.

Learn more at www.goodyear.co.uk/truck



The KMax Range.



Delivers up to 35% more mileage compared to its predecessor*

Now there's a tyre that gets greater mileage without compromising on other tyre attributes. The KMax range incorporates KMax Technology, featuring IntelliMax Rib and IntelliMax Tread for longer tyre life. Ask at your partners at Goodyear about the tyre that delivers everything, so that your fleet can do the same. *Learn more at www.goodyear.co.uk/truck





Dent Logistics and Goodyear.



“ We are very happy with our decision to move onto a PPK deal with Goodyear. It has brought benefits in terms of cost and the proactive management of the tyre stock has minimised callouts and downtime. The team are a pleasure to work with. ”

Earlier this year Dent Logistics Limited signed a five year deal with Goodyear Dunlop, fitting its mixed operation fleet with Goodyear KMAX and Omnitrac tyres. With an annual mileage of around 4.6m and fuel usage at about 2,850,000 litres per year, the right tyre policy has a significant impact on cost. So what made Dent Logistics choose Goodyear? Martin Hall, Finance Director at Dent Logistics, explains.

What made you review your existing tyre policy?

We previously bought all our tyres through a local tyre fitter who came out to site every weekend, changed what needed changing and invoiced us accordingly. Call-outs were charged on top. We had heard of other hauliers moving onto PPK (Price Per Kilometre) contracts and this appealed to us because the costs are fixed and only move in line with the distance covered. This was attractive to us as it meant that tyre costs track turnover.

We had discussions with two or three tyre manufacturers but Goodyear were able to put together the most attractive proposition in terms of both price and service. The team were very professional and guided us through the transition to PPK very smoothly, from the initial audit of our rubber bank to our first monthly mileage returns and quarterly review meetings. We were reassured by their strong backup network, through TruckForce, that call out response time and downtime would be minimised.

Why a PPK deal?

The tyre bill goes up and down in line with turnover – busier month, more income, more tyre cost -but in a month where we have the cash reserves, and vice versa. In the past we found in a quiet month, where trucks were parked up more often, we would naturally fit a lot of new tyres, meaning more costs in a quiet month.

The PPK contract enables us to forecast tyre costs far more accurately, in line with our business performance.

Although we own the tyre stock, the PPK deal effectively passes the risk to Goodyear – Goodyear looks after the asset for us. This makes it far easier to calculate the tyre bill – we just complete the mileage return at the end of every month and the tyre bill is known on the first day of the next month. No surprises – costs are known in advance, making it far more manageable.

How important is service?

The service support we receive from Goodyear is a key strength of our package. We have a deep dive with the Goodyear team four times a year. Our account managers take us through a number of key performance indicators, which enable us to monitor performance and identify any challenge areas. Building a good relationship with this team has been important to us and we particularly appreciate the time and effort the team takes to understand our business and unique dynamics.

The call-out service provided by TruckForce is also critical to our own customer service. If a driver does encounter a tyre problem, a TruckForce engineer typically has them back out on the road in under 2 hours from the time of the call.

Minimising down time is critical so the fast response times are very important to us. However prevention is better than cure, and this is where the proactive and regular tyre inspections carried out by TruckForce are key to identifying and preventing issues before they cause a problem.

The TruckForce team is on site every week inspecting our tyres and replacing them where necessary. This proactive management minimises callouts due to wear and tear. Our dedicated TruckForce contact has really become a part of our own team.

