

Michelin Introduces Its Digital Services Platform

GREENVILLE, S.C., Aug. 10, 2020 — In 2018, Michelin created its global Services and Solutions division to address business challenges in a changing world and to provide innovative solutions for sustainable connected mobility. To support this vision, Michelin is announcing the introduction of its digital cloud-based platform — MAESTRO™ — to create a stronger, more effective working relationship between service providers, fleets and Michelin.

"Fleets frequently struggle with efficient ways to optimize planning and schedule service work to maximize uptime for their vehicles. Service providers often feel challenged by the cumbersome and complex daily administrative tasks they need to manage to run business operations effectively," said Ralph Dimenna, global director of Michelin Services and Solutions. "The development of MAESTRO positions Michelin to become one of the leading brokers of service relationship management solutions to commercial fleets and service providers."

Available in the United States, MAESTRO streamlines this critical three-way relationship with real-time digitization that reduces billing errors and improves timeliness and service turnaround time. MAESTRO's easy-to-use scheduling and real-time communication features maximize productivity for servicing vehicles and planning for future loads. The platform provides increased visibility and transparency by taking the guess work out of service event management — addressing common questions such as:

- "When will my vehicle be ready?" and
- "What is the final cost of servicing my vehicle?"

This platform creates an ideal experience for customers while also driving simplification and efficiency within their internal business processes. MAESTRO'S real-time capabilities are designed to deliver precise accuracy, enhanced efficiency and more insightful intelligence in all aspects of service event and sales order management.

"As a maestro leads an orchestra, our platform — MAESTRO — is designed to be the leader and conductor of our customers' tire and vehicle service operations lines of business," said Karen Schwartz, director, Digital Services Platform, Services & Solutions Business Line for Michelin North America. "Our goal is to ensure our customers' operations are running smoothly so they can focus on their core business."

About MICHELIN NORTH AMERICA

Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tires for every type of vehicle, including airplanes, automobiles, bicycles, earthmovers, farm equipment, heavy-duty trucks and motorcycles. Michelin also offers a full range of innovative services and solutions that help make mobility safer, more efficient and more environmentally friendly. To create unique mobility experiences, Michelin publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Greenville, S.C., [Michelin North America, Inc.](#) employs more than 20,000 people and operates 19 major manufacturing plants in the U.S. and Canada.

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