



## Tyre giant ranked fourth most reputable in UK

TYRE manufacturer Michelin has been recognised as one of the UK's most 'reputable' companies.

The Stoke-based firm was ranked in fourth position in the UK RepTrack 150 2017 – the UK's largest corporate reputation study.

The annual survey, carried out by the Reputation Institute, ranks the top 150 most reputable companies. It is based on public opinion on a variety of aspects including products, services, authenticity and ethics. John Young, managing director at [Michelin Tyre](#), said: "As a group, Michelin is based around core values of respect, and we try to

ensure that everything we do in the UK is informed by those values.

"This research showed that consumers are 72 per cent more likely to buy products from companies with the best reputations, so being ranked as excellent and in 4th place in the UK is a fantastic result for Michelin.

"As we proceed with investment in our manufacturing and logistics capabilities in the UK, we will work hard to maintain the reputation we have as a trusted company providing trusted products and services."

James Bickford, managing director at Reputation Institute, added: "The impact of

reputation on a business is massive, which is why the leading companies in the world are managing this asset in a systematic way.

"Michelin has clearly worked hard on its approach and as such has gained a significant amount of trust among the UK general public. We'd like to offer our congratulations to Michelin for its latest ranking and hope to see the company continue to maintain its excellent reputation."

Michelin was awarded 84 points out of 100 in the study, an increase of seven points on its 2016 result.

