

# COMPARATIVE TEST WON



Fude + Serrahn Milchprodukte GmbH & Co KG changes the entire company to ATHOS truck tyres from Paderborn after a demanding comparison test

**P**aderborn, 08.12.2017 - Hämmerling - The Tyre Company GmbH, one of the largest tyre wholesalers in Europe and a successful supplier of ATHOS truck tyres, has gained an important new customer in the field of agriculture and food processing. Fude + Serrahn Milchprodukte GmbH & Co, one of the world's most important dairy products production and trading companies with a turnover of around 740 million euros, placed an order with Fude + Serrahn Milchprodukte GmbH & Co. to equip the entire fleet of articulated lorries and milk collection vehicles with ATHOS truck tyres.

The decision was preceded by a demanding 12-month endurance test, in which the ATHOS truck tyre was compared intensively with the three leading premium tyre brands. This showed that all four tyres had practically the same fuel consumption, that all four brands had the same number of tyres and that there were no differences in driving characteristics, comfort and mileage. However, there was a really striking difference in the purchase price, which was many percent lower for the ATHOS. The product thus proved to be a high-performance tyre with a long service life and high quality, which was clearly distinguished from the other premium brands by its better price.

## Test requested

The test was triggered by contacting a renowned tyre retailer. Would you be willing to compare „his question,“ our ATHOS tyres with other premium brands used by you and, if the ATHOS wins the price-performance test, to include them in the assortment?“ Basically open to new products, the company agreed after some deliberation and started the technically demanding test in the summer of last year, during which the purchase price, longevity, failure frequency and fuel consumption were recorded and documented. The focus was mainly on the higher quality mentioned by the premium manufacturers, which also justifies a higher price.



## Test very extensive

Following the principle of maximum objectivity and fairness, the managers of Fude + Serrahn Milchprodukte GmbH & Co. KG's comparative arrangement ensures the greatest possible comparability and accuracy. Specifically, this meant that four completely identical DAF tractors were used, all brand new and never before in use anywhere. In addition, it was specified that each of the four trucks would drive a set of tyres from each of the four tyre brands included in the test for a certain period of time. This meant that as soon as the time or mileage was reached, the tyres were changed.

At the end of the test, each vehicle had used each tyre manufacturer once under completely the same conditions. The individual actions of a driver were also taken into account in the test. In order to take into account personal preferences such as active and load-free acceleration or cruise control, the driver names were documented and the individual results linked to them.

## Assembly

As agreed, the victory in the comparative test ensured that the tyre brands used so far were removed from the order and the entire fleet was gradually fitted with ATHOS tyres, whereby the entire annual requirement was met directly. In order to be able to carry out the extensive change quickly and efficiently, all necessary tyres are delivered to Fude and Serrahn in Velen, North Rhine-Westphalia. The warehouse and a team of specialists for the replacement were also installed here.

The cooperation with Hämmerling - The Tyre Company also takes place via Velen. In the end, it turned out that it was really good to respond to the salesman's call and carry out the test.

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ATHOS is an own brand of Hämmerling - The Tyre Company GmbH in Paderborn. Today it is one of the largest tyre wholesalers in Europe. The portfolio of the internationally fast-growing company includes trading in budget and premium brands for all brands, sizes and orientations (car, truck, off-road, AS and EM tyres) and the distribution of the own brands ATHOS truck tyres, TALAS truck steel wheels as well as the cold retreaded truck tyres SÄMM from its own production.

Carcass trading is another important business area of the family-run company. Through its own online shop, 130 international wholesalers are networked, offering customers a stock of over 10 million tyres.

## ATHOS - axis overview

FRONT AXLE		REAR AXLE		BUS			
M+S	M+S	M+S	M+S		M+S		
M+S	M+S	M+S	M+S		M+S		
TRAILER							
M+S	M+S	M+S	M+S	M+S	M+S	M+S	M+S

3PMMSF marked  
 M+S -marked  
 Long distance  
 Near distance  
 Construction  
 5.000 kg carrying load