



MEDIA INFORMATION

Protyre Gupa-P to support Bike Night in July

A LEADING bike tyre specialist in Plymouth will be supporting a charity Bike Night in the city next month (July, 2010).

Protyre Gupa-P will be attending and sponsoring Plymouth Bike Night on the Hoe Promenade on Thursday, July 1 to help raise money for Help for Heroes.

Gary Patrick, Assistant Manager of Protyre Gupa-P, which is located at Units 1&2 Clare Place in Coxside, explained: "We have now supported three Plymouth Bike Nights in 2010. The last bike night in June was a huge success. It was attended by 652 motorcyclists and many local businesses, clubs and organisations.

"The night raised £1,030.51, which was gratefully received by Lisa Delar, the Plymouth and Exeter Help for Heroes Co-ordinator. To date the bike nights have raised a total of £2,185.23.

"We are really excited to be supporting the next Plymouth Bike Night on July 1. All public donations raised during the event will be donated to Help for Heroes."

Help for Heroes is a British charity that was launched in September 2007. It aims to provide better facilities for wounded British servicemen and women.

The evening is expected to attract bikers from Devon, Somerset and Cornwall. During the Bike Night there will be trade stands, live music and the chance to purchase refreshments.

Gary added: "Protyre Gupa-P has provided some financial support to the event so it can operate professionally and safely. We will also have a trade stand at the Bike Night to offer motorcyclists expert advice on tyre safety and general tyre information.

"We want to encourage bikers who attend the event to make sure their machines are in good working order for the approaching riding season."

The Bike Nights are a monthly event and will take place on the first Thursday evening of each month until October. The fourth Plymouth Bike Night will take place on Thursday, July 1 from 6pm until 9pm at Plymouth Hoe Promenade.

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Protyre Gupa-P has a specialist Two-Wheel Centre, particularly for motorbike and scooter riders. The Centre is fully equipped to give bikers the advice and service they need. As well as supplying tyres, the Two-Wheel Centre offers and fits chains, sprockets and brakes.

The outlet also specialises in providing tyres for cars and vans and offers a mobile tyre fitting service, exhausts, brakes, batteries, suspension, wheel alignment, MOTs, nitrogen tyre filling and servicing.

For more information, please visit Protyre Gupa-P, which is located at Units 1&2 Clare Place, Coxside in Plymouth, or call 01752 228 118.

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Find your nearest Protyre outlet, please visit www.protyre.co.uk.

For further media information, please contact Sarah Johnstone at Porcupine PR on +44 (0)1278 446 801 or email Sarah@porcupinepr.co.uk.

Notes to editors:

For further details about Plymouth Bike Nights, please visit www.plymouthbikenight.org.uk.

For more information about Help for Heroes, please visit www.helpforheroes.org.uk.

About Micheldever Tyre Services & Protyre

Micheldever Tyre Services (MTS) was founded in 1972 as a part-time venture providing car servicing and tyres. Today, the company is the largest independent wholesaler, distributor and retailer of tyres in the UK. Selling six million tyres in 2009/10 – 20 percent of the total UK market – annual turnover for 2009/10 is forecast to be over £283 million. In addition to offering MTS car, motorcycle and off-road tyres MTS also fits exhausts, brakes and shock absorbers.

MTS has two main business units:

- The Protyre retail chain, currently with 48 outlets including Protyre Motorsport, continues to gain geographic coverage in the UK through new acquisitions.
- MTS has established a wholesale distribution network of 12 sites around the UK supplying over 4,500 retailers nationwide. This activity has resulted in significant profitable growth for the company.

MTS is managed by a team headed by Paul Fox and Richard Sawney with backing from Graphite Capital and Royal Bank of Scotland (RBS).