



MEDIA INFORMATION

Superb New Service Offered to Bike and Scooter Riders

The News - Portsmouth
Friday, 22nd May 2009

The growth in interest and use of motorcycles and scooters has led Protyre, the UK's leading independent tyre dealer network, to invest in establishing 21 state-of-the-art, dedicated Two-Wheel Centres in the UK to cater specifically for the unique requirements of owners and riders of bikes and scooters.

The new centres offers a 'ride in and ride out service' and to further underline the company's commitment to this important market, Protyre has created a motorcycle tyre website rubberupright.com.

The new website is now live and will be progressively developed to provide in-depth sales information and advice and safety tips for bike riders.

To mark the launch, Protyre is teaming up with Bridgestone to offer a £10 discount on the purchase of two Bridgestone tyres or free fitting as an alternative - a voucher can be downloaded from the website up to the end of June and it is valid to the end of June 2009.

As an added incentive to visit the new website the company has created a 2-Wheel Challenge with 20 bike related questions - all the things you wanted to know about motorcycles but were afraid to ask!

The Protyre Two-Wheel Centres (location details attached) have specially bike trained staff with the latest tyre changing equipment ensuring that customers receive the best possible advice and service.

Each centre has access to a stock of 20,000 motorcycle tyres from all major tyre companies including Bridgestone, Pirelli, Dunlop and Michelin.

Commenting on the launch of the Protyre Two Wheel Centres retail director Simon Hiorns said: 'Most tyre dealers focus on car tyres and we felt that bikers were getting a raw deal hence the creation of our Two - Wheel Centres -and, of course, our new website.

'We guarantee that our specially trained staff will provide the best possible levels of service and advice.

'Once again Protyre is leading the retail tyre industry and providing a first class service.'

-ENDS-



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Find your local Protyre outlet visit www.Protyre.co.uk. Or call in to your local Protyre centre for a free tyre safety check.

For further press information please contact Automotive PR on +44 (0) 20 7494 8050

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 2007/08 – 20 percent of the total UK market – annual turnover for 2008/09 is forecast to be over £250 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 34 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).