



MEDIA INFORMATION

Poole Protyre to attend Bike Night in July

STAFF at a leading tyre specialist in Poole will be attending a Bike Night in the town this month (July, 2010).

Representatives from Poole Protyre will be at the Coles Miller Dream Machines Bike Night on Poole Quay on Tuesday, July 27.

Jon Dennis, Manager of Poole Protyre, said: “We have now attended two Coles Miller Dream Machines Bike Nights in 2010.

“Members of the team will be on hand on July 27 to offer motorcyclists expert advice on tyre safety and general tyre information. They will also be handing out free gifts including key rings and pens.

“The last Bike Night in June was a huge success and around 1,500 people turned out for the event. We will be attending the events on the fourth Tuesday of every month until September 28.”

Visitors to the Bike Nights will also be able to take advantage of Poole Protyre’s nitrogen tyre filling service for £3 per tyre on the night.

Jon continued: “We are very pleased to be able to offer visitors to the Bike Nights this service. Filling tyres with nitrogen can improve fuel economy by up to 10% and increase tyre life by up to 30%.”

The Coles Miller Dream Machines Bike Nights, which are the UK’s largest weekly bike meets, are sponsored by Coles Miller Solicitors and take place every Tuesday until the end of September.

The team from Poole Protyre will only be attending the events on the fourth Tuesday of every month.

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Entry to the Bike Nights costs £1 or £6 for a season armband. Once the running costs have been deducted, proceeds from the events are donated to charities selected by Volunteer Marshalls. Last year (2009) the nights raised more than £2,400.

Poole Protyre specialises in providing tyres for cars, vans, 4x4s and motorbikes. It also offers a mobile tyre fitting service, exhausts, brakes, batteries, suspension, air conditioning, MOTs, servicing and nitrogen tyre filling.

For more information, please call Poole Protyre on 01202 659 911, drop in at the company's premises on Cabot Lane in Creekmoor, Poole or visit www.protyre.co.uk.

ENDS

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:

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).