



MEDIA INFORMATION

Poole Protyre to attend bike nights

STAFF at a leading tyre specialist in Poole will be attending a series of bike nights taking place in the town this summer (May until September, 2010).

Representatives from Poole Protyre will be at the Coles Miller Dream Machines Bike Nights on Poole Quay on the fourth Tuesday of every month from May 25 until September 28.

Jon Dennis, Manager of Poole Protyre, said: "We have a special Two-Wheel Centre at Poole Protyre for motorbike and scooter riders, so we thought it would be a great idea to set up a stand at the Bike Nights.

"Members of the team will be on hand 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.

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

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 from April until the end of September.

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

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 for charity.

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 Prot tyre 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 & Prot tyre

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 Prot tyre retail chain, currently with 48 outlets including Prot tyre 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).