



MEDIA INFORMATION

‘Evo’ owners invited to special open day

DEVON owners of Mitsubishi Lancer Evolution cars are being invited to a special event at a tyre specialist in the county this month (June, 2010).

Tavistock Tyres in Tavistock is hosting a free Open Day for people who own Mitsubishi Lancer Evolutions or ‘Evos’ on Sunday, June 27 from 11am until 4pm.

Tim Schmid, Manager of Tavistock Tyres, said: “We thought it would be a great idea to give Evo owners a chance to get together and chat about their vehicles.

“I will be hosting a tyre safety presentation at 2pm. I will be talking to visitors about the dangers of defective and worn tyres and the importance of making sure that they are kept in a safe and roadworthy condition.

“There will be free information on Toyo Tyres, which is one of the world’s leading tyre producers, available throughout the day.”

Visitors to the event will be able to take advantage of a special offer on wheel alignment. People will be able to have a full wheel alignment and camber adjustment on their vehicle for £40 on the day. The normal price for this is £85.

Tim added: “We will also have a range of special offers on tyres ordered on the day. We hope that lots of Evo owners will join us for this event.”

The Evo Owners’ Open Day will take place at Tavistock Tyres, which is located at Unit 23, Plymouth Road Industrial Estate in Tavistock, on Sunday, June 27 from 11am until 4pm. Free refreshments will be provided during the day.

Tavistock Tyres specialises in providing tyres for all vehicles. It also offers a mobile tyre fitting service, wheel alignment, exhausts, brakes, batteries, suspension, nitrogen tyre filling, MOTs and servicing.

For more information about the event at Tavistock Tyres, please call the centre on 01822 617966.

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).