



For immediate release

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STORTFORD PERFORMANCE TYRES LAUNCHES NEW VALUE PACKED MOT SERVICE

CAR and van drivers in Bishop's Stortford have been quick to take advantage of newly refurbished MOT facilities in the town, with Stortford Performance Tyres reporting brisk business after the launch of a new MOT service of £38.

Branch manager, Barry Hussey said the two dedicated testing bays for MOT facilities at the tyre, parts and servicing centre have been a real bonus for customers who can now use Bishops Stortford for a fast and efficient MOT service.

"We have some extremely loyal customers who have been particularly impressed with the addition of specialist MOT facilities at our branch in Raynham Close," said Brian. "Bookings are well ahead of expectations and have kept us extremely busy."

The two new test lanes have allowed the branch to cater for up to 18 to 20 vehicles on a daily basis – with tests being carried out on cars, vans and pickups.

“We believe the discount coupled with the ease and convenience of completing your MOT will appeal to motorists and be a popular money saver for drivers in Bishops Stortford,” said Brian.

The growing demand for the new MOT service with drivers has also led the centre to actively seek more staff within the local area, encouraging recruitment and the local economy.

Those wishing to take advantage of the Stortford Performance Centre deal need to contact the centre in advance to book, with appointments available Monday to Friday between 8.30am – 5.30pm, as well as Saturday 8.30am – 2.00pm.

Brian added: “We’re expecting a lot of demand from motorists for this special offer because we think people are keen to get more for their money at the moment and this is a real bargain.

“There will also be discounts available to customers on parts and services at the centre including batteries and exhausts.”

The Stortford Performance Centre specialises in providing tyres for all vehicles, exhausts, brakes, batteries, wheel alignment, suspension and servicing.

For further information, please contact Unit 7, Raynham Close, Raynham Close Industrial Estate, Bishop’s Stortford CM23 5PB or alternatively please visit www.protyre.co.uk/ or call 01279466466 to book your MOT.

ENDS

Notes to Editors

Micheldever Tyre Services and 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 2008/09 – 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 36 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).

For further information please contact:

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