



## MEDIA INFORMATION

### CHECK YOUR TYRES BEFORE YOU MAKE TRACKS THIS SUMMER

- Nine in ten motorists act against rising fuel costs
- More Brits to holiday in the UK because of strong Euro
- Free tyre safety check at Protyre outlets

As the school holiday period approaches millions of motorists will be planning to set off on a motoring holiday and choosing the UK as a destination this summer because of the strength of the Euro and the possible volcano dust cloud which, according to experts, could still interrupt travel plans in the coming months.

According to recent independent research nine in ten drivers are now taking direct action to reduce their fuel consumption. It is not generally recognised but checking and adjusting tyre pressures, says Protyre, can help not only to reduce fuel consumption but will help reduce CO2 emissions.

Protyre, the UK's leading independent tyre distribution network, is offering motorists a free five-point tyre safety check at each of its 49 retail outlets in the UK. If, however, you can't get to a Protyre centre, the company offers the following advice to stay safe and legal on the road this summer:

1. Check and adjust tyre pressures as recommended in the vehicle handbook.  
**Why?** Correctly inflated tyres not only reduce stopping distances and increase levels of grip, but also improve fuel consumption and reduce CO2 emissions
2. Tread depth. EU law requires a minimum of 1.6 mm of tread across three quarters of the width of the tyre. Although Protyre recommends that drivers should consider changing tyre at between 2.5mm and 3mm.  
**Why?** Insufficient tread depth greatly increases stopping distances particularly in the wet. The penalty for having an illegal tyre could mean a £2,500 fine and three penalty points on a driver's licence.
3. Check for uneven tyre wear to ensure wheel alignment and balance are correct.  
**Why?** Misaligned or unbalanced tyres can accelerate uneven wear leading to premature replacement and vibrations through the steering.
4. Check for general tyre condition. Remove stones and other objects from tyre tread and clean dirt from around the valve and ensure valve caps are fitted.  
**Why?** Foreign objects stuck in the tread can affect the barking and handling of a vehicle. Valve caps are designed to protect the valve from damage and prevent air loss.
5. Check for tyre age. Tyres more than 8/10 years old should be replaced.



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**Why?** Tyres of that age are more susceptible to punctures and are less flexible than new tyres and should be replaced even if they appear to have adequate tread depth.

Find your local Protyre outlet visit [www.Protyre.co.uk](http://www.Protyre.co.uk). Or call in to your local Protyre centre for a free tyre safety check.

For further press information please contact Chris Wakley or Tom Callow at Automotive PR on 020 7494 8050 or email [cwakley@automotivepr.com](mailto:cwakley@automotivepr.com) or [tcallow@automotivepr.com](mailto:tcallow@automotivepr.com)

### **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 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 49 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).