



MEDIA INFORMATION

19th July 2010

Micheldever and Michelin helping to cut the cost of motoring

- * Free fuel with tyre purchase
- * Exclusive deal at Micheldever Tyre Services

Micheldever Tyre Services and Michelin have got together to help cut the cost of motoring with a free fuel offer when purchasing four new Michelin tyres. Motorists purchasing Michelin tyres at the MTS outlet in Hampshire will receive a voucher for £40 worth of free fuel which can be redeemed at Sainsbury's service stations in the UK.

The free fuel offer runs until 31st August and applies to the full range of Michelin tyres purchased at Micheldever Tyre Services in Hampshire, one of the busiest retail tyre outlets in Europe. The free fuel will help ease the cost of motoring and Michelin tyres will also make a contribution to reducing running costs by offering the latest tyre technology embracing low rolling resistance, durability and long tyre life as shown by independent tests undertaken by two testing organisations TUV and DEKRA.

Micheldever Tyre Services, and their brand Protyre, is now the UK's largest independent tyre distribution and retail network with 49 outlets across the country. In addition to the 9,000 tyres in stock and 14 fitting bays, MTS offers replacement exhausts and brakes.

Find your local Protyre outlet visit 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 or 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.



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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).