



## **MEDIA INFORMATION**

### **Media release for Stockport – Direct Tyres**

# **Stockport – Direct Tyres awarded ‘Branch of the Year’**

STAFF at a leading tyre specialist are celebrating this month (July, 2010) after being named as Branch of the Year for 2009 – 2010 within the Protyre Company.

Stockport – Direct Tyres on Newbridge Lane in Stockport was recently presented with the trophy at the Protyre Retail Conference in Oxfordshire.

Steve Andrews, Manager of Stockport – Direct Tyres, said: “We were delighted to be named Branch of the Year and presented with the trophy. It is a great achievement and recognition of the team’s hard work.”

This is the second year the awards have been hosted. There are 49 outlets within the Protyre Company and all of the branches were entered for the award.

The Branch of the Year award’s criteria includes excellent customer service, feedback from customers, meeting exceptional levels of training and development, as well as health and safety and developing new services.

The competition was judged by Protyre Chief Executive Officer, Paul Fox, Retail Director, Simon Hiorns and Retail Operations Director, Mark Harley.

Dave Sholicar, Area Manager for the Protyre Company, said: “The Stockport team has shown great initiative in the past year and I’m thrilled that their dedication has been recognised on a national level. Last year (2009) saw the introduction of the new motorcycle centre at the outlet, which has been a great success.”

Stockport – Direct Tyres specialises in providing tyres for cars, motorbikes and 4x4s. It also offers exhausts, brakes, batteries, MOTs and servicing.

Steve added: “We pride ourselves on our standard of customer service and it’s great to be recognised for our hard work. I hope the team and I can carry on this high standard and win the trophy again next year.”

For more information, please visit Stockport – Direct Tyres, which is located on Newbridge Lane in Stockport, or call 01614 803867.

**Find your nearest Protyre outlet, please visit [www.protyre.co.uk](http://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](mailto:Sarah@porcupinepr.co.uk).**

**Photograph caption:** Chief Executive of the Protyre Company, Paul Fox (right) presents Manager of Stockport – Direct Tyres, Steve Andrews (centre) with the Branch of the Year trophy with Retail Director, Simon Hiorns (left).



**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).