



MEDIA INFORMATION

Ladies invited to go under the bonnet

LADIES living in Warwickshire are being invited to spend some time under the bonnet to learn about car maintenance next month (July, 2010).

Alcester – Eclipse Tyres is hosting a fun and informative free ladies' night at its retail unit at Arden Business Centre on Arden Road in Alcester on Thursday, July 8.

Jason Murphy, Manager of Alcester – Eclipse Tyres, explained: "This is a unique chance for ladies to find out all about general car care and maintenance and we promise it won't be boring.

"Our motto is: 'be safe, be legal' and we are keen to pass on our knowledge about keeping your vehicle well maintained and in a safe, roadworthy condition.

"During the evening we will have hands-on demonstrations on checking tyre pressure, tread and fluid levels, including oil and water, and changing a tyre."

There are limited places available to women wishing to attend the ladies' night, which is free and runs from 6pm until 8pm on Thursday, July 8.

Alcester – Eclipse Tyres specialises in providing tyres for cars, vans and motorbikes. It also offers a vehicle fitting service, wheel alignment, exhausts, brakes, nitrogen filling service and batteries.

For more information about the ladies' night and to book a place, please drop into Alcester – Eclipse Tyres, which is located at Unit 3, Arden Business Centre, Arden Road in Alcester, or call 01789 764 033.

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).