



MEDIA INFORMATION

Protyre Portsmouth Reveals High Levels of Defective Motorcycle Tyres

- **70% of two wheelers have at least one potentially dangerous tyre**
- **Neglecting bike tyres poses a serious road safety risk**

The brand new Protyre retail tyre dealership in Portsmouth has revealed worrying research indicating that a high level of motorcycles and scooters in the area are running with defective tyres, posing a serious road safety risk. As bikes and scooter become more popular Protyre is warning riders that they must ensure that the tyres comply with the law. "Riders are at risk, particularly on wet roads and our research has revealed a worrying trend that riders are trying to avoid replacing probably the most important safety component on their bike or scooter" said Dave Davies at Protyre Portsmouth.

The Protyre research, which was carried out locally and at all of the company's two wheel centres in the UK, indicated that up to 70% of motorcycles and scooters visiting their premises had at least one tyre with tread depth below the 1mm legal minimum. Protyre has established a "ride in ride out" service as part of their Two-Wheel Centre at their outlet which is situated on the London Road in Hilsea which will offer riders a dedicated, high quality service and customers can choose from a wide selection of quality bike and scooter tyres. The newly opened centre also supplies and fits chains, sprockets and brakes.

"Most motorcyclists will be acutely aware of the important role that tyres play in motorcycle safety." Said Dave Davies, "Grip is everything on a bike and one illegally worn tyre means compromising 50% of potential adhesion. This is a very serious issue and we would urge local riders to visit our state of the art facility to have their tyre checked out". Protyre has also created a new dedicated website for motorcycle and scooter riders containing a wealth of tyre information please visit www.rubberupright.com



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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 Alyson Marlow at Lee Peck Group on 023 8063 2211 or Chris Wakley at Automotive Pr on 020 7494 8050

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 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).