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10 March 2010

Micheldever offers bikers free tyre safety checks

- **Protyre supports TyreSafe Bike Tyre Safety month in April**
- **Many bikers getting their wheels out for first ride of the year**
- **Up to 70 percent of motorcycles need at least one tyre replacing**

As the motorcycling season approaches, bikers are beginning to get their motorbikes and scooters ready to ride. Micheldever Tyre Services, the UK's leading independent tyre retailer, is a major provider of bike tyres and feedback from their retail outlet has indicated that up to 70 percent of motorcycles and scooters visiting their premises have at least one tyre that is either defective or badly worn and in need of replacement.

To support Bike Tyre Safety Month in April, Micheldever is offering a comprehensive free tyre safety check for bikers, covering tyre pressures, tread depth, balancing and wheel alignment. The Micheldever state-of-the-art two-wheel centre is offering motorcyclists and scooter riders 'a ride in - ride out' service with manufacturer trained tyre technicians capable of offering expert advice and help on the correct tyre choice for specific motorcycles and scooters.

The Micheldever findings on the number of defective tyres are reinforced by information available from VOSA (Vehicle Operator and Services Agency) which revealed that defective tyres are the fourth most frequent cause of motorcycle MOT failure in the UK.



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Micheldever is offering the following advice for riders:

- Tyre pressures should adhere to those recommended by the motorcycle manufacturer or tyre company and these should be checked when cold at least once a week and adjusted if necessary.
- Inspect tyres for cuts, bulges, uneven wear or objects embedded in the tread of the tyre.
- Tread depth should be a minimum of 1 mm (for bikes over 50 cc)
- Old or damaged valve stems should be replaced
- Tyres should be of the same manufacturer or pattern
- Cracked or damaged rims should be replaced immediately

“A contact patch no larger than the palm of your hand is all that connects you with the road surface”, said Micheldever retail director Simon Hiorns. “Defective tyres on a motorcycle can affect handling, cornering and the ability for the motorcycle or scooter to achieve an optimum balance for the rider. A few simple checks can make all the difference”.

As well as free bike tyre safety checks throughout April, Micheldever is offering motorcyclists advice on tyre selection and simple maintenance guidelines to gain the maximum value for money and performance from the tyres fitted. Visit www.micheldever.co.uk for more information

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For further press information please contact Chris Wakley or Tom Callow at Automotive PR on +44 (0) 20 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 –



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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).