



MEDIA INFORMATION

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Motorists urged to check their tyres as millions take to roads for Easter

- Millions of motorists take to the road as Easter breaks begin
- Extra car journeys putting pressure on tyres
- Micheldever urges motorists to watch out for potholes

Millions of motorists will be taking to the roads with school holidays beginning and the Easter bank holiday weekend approaches. The strength of the Euro has indicated that many Brits will shun a Eurozone Easter break this year in favour of staying in the UK, which puts more pressure on the roads and Micheldever Tyre Services warns drivers to be aware of potholes which could damage tyres and wheels and ruin a holiday.

Micheldever, part of the UK's leading independent tyre distribution network, is offering motorists a simple six point tyre check before they set off for Easter. Recent research has indicated that almost a quarter of cars and vans on UK roads have at least one defective or badly worn tyre, making an accident far more likely.

Micheldever is offering motorists visiting anyone of the 46 outlets in the UK a free Easter tyre safety check together with advice on tyre care and use particularly when carrying more passengers or a fully loaded boot. The company offers the following simple tyre advice to motorists setting off on their Easter holidays:



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- Check the correct tyre pressures against the manufacturer's recommendations. Remember to adjust pressures for load.
- Clean dirt from around valves and fit valve caps all round
- Remove stones and other foreign objects from the tyre tread
- Ensure that tyres have at least 2.5 or 3mm of tread. Remember the law requires a minimum of 1.6mm tread depth.
- Have steering alignment checked if front tyres show signs of excessive and uneven wear.
- Have front wheels and tyres balanced if there are signs of vibration, wheel wobble or patchy tyre wear.

As motorists are likely to be travelling longer distances over the coming week, Micheldever is also advising drivers to remember to take regular breaks of around 15 minutes every two hours at a suitable location to counter tiredness, e.g. a motorway service station.

"It's easy to forget to check your tyres with all the distractions of an Easter getaway, but they are critical to the safety of your vehicle. We are inviting motorists to come into the Micheldever outlet for a free tyre check to protect themselves, their families and other road users", says Simon Hiorns, Retail Director at the company.

Micheldever is part of the largest independent wholesaler, distributor and retailer of tyres in the UK, stocking the widest range of tyres at the most competitive prices.

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For further press information please contact 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 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).

*Research from the AA