



MEDIA INFORMATION

February 2010

Micheldever/Southam distributed in excess of ¾ of a million 4x4 tyres in the UK tyre market in 2009, and are probably the largest distributor of 4x4 tyres in Europe.

The only UK wholesaler to have a specialist 4x4 division, based at Southam, the MTS group offers nationally for next/same day delivery, all major brands, including every OE fitment, a comprehensive range of high quality budget 4x4 tyres from Enduro, and the market leading mid range replacement brands in BFGoodrich, General, Kumho, Falken, Insa Turbo and Toyo.

Alan Baldwin, MTS wholesale director, stated that all is not lost in the current financial climate for the 4x4 tyre, far from it, and in many areas strong growth continues, and new 4x4 vehicle sales have also been buoyed by another bad winter. Replacement 4x4 tyre sales continue to benefit from the continual growth in the 4x4 vehicle parc for the last ten years, and the recent wave of 4x4 vehicle sales fitted with 19 " tyres and larger, have faster wear rates, providing excellent business.

Alan reports no significant growth in Budget 4x4 product, unlike with Car tyres, but premium 4x4 brands remain strong, particularly in the U.H.P/SUV sector with brands like Pirelli and Continental.

For MTS, the largest ongoing growth sector remains Mid Range 4x4 product, with General, BFGoodrich, Kumho, Falken and Toyo leading the way.

4x4 vehicles are highly demanding in performance criteria, with high centres of gravity, high gross vehicle weights, and the need for off road performance dictating the fitment of aggressive patterns. Very cheap budget products are often found lacking, and stopping a low cost MT pattern tyre on wet tarmac can be a testing experience.

General 4x4 is MTS / Southam star performer, offering all the quality of its Conti heritage, but with advantageous mid range pricing. Working hand in hand with General's engineers, Southam's specialist 4x4 division have identified many niche sizes that are now providing strong sales results for MTS customers.

General's 4x4 tyre range is the most extensive in the market, the quality perfect, and performance unbeatable, and the manufacturer has a strong interface with our 4x4 specialist team resulting in unique sizes for our 4x4 customers, such as specific 17" All-Terrain fitments for the Japanese pick-up market.

BFG remains the darling of the AT/ MT serious off-road sector with incredible wear rates guaranteeing consumer retention, and the stunning new BFGoodrich KM2 has already found acclaim as the finest Mud-Terrain tyre around.

Insa turbo is the best 4x4 retread available, with serious off-road patterns for any terrain.

Another serious growth area in 4x4 vehicle sales has been the incredibly good value, highly specced Korean 4x4 vehicles, resulting in very strong growth for Kumho, a major OE supplier.

Why are MTS / Southam the 4x4 market leader? Great Products, consistent service and the best technical back up, the true one stop shop for 4x4 tyres and wheels.

For further details contact Micheldever/Southam tyres on 01926 816842 or email sales@southamtyres.co.uk.

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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).