



MEDIA INFORMATION

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Micheldever on BBC Breakfast Television with hard hitting tyre industry message

Saturday's breakfast television on BBC 1 carried a hard hitting piece on the estimated 3.6 million illegal tyres running on UK roads. Micheldever Tyre Services and the AA, teamed up with the BBC to produce almost 18 minutes of national news on BBC1 on the dangers of defective or badly worn tyres. This was repeated on the BBC News24 channel and there is also wide coverage on the BBC website. This wide publicity is to the clear benefit of the entire UK tyre industry.

The BBC Breakfast news team filmed at the company's Hampshire site interviewing CEO Paul Fox and Marc Ainslie and a Micheldever Tyre Services customer together with a representative of the AA pointing out the very real dangers of driving on bald or defective tyres.

Paul Fox reflected on recent company research, "In September 2007," said Paul, "we were taking off approximately 23% of front tyres that were down to an illegal tyre tread depth. In 2008, it had risen to 55% and now 12 months on, well through the recession, we're seeing levels of about 65% of illegality".

For further press information please contact Chris Wakley or Tom Callow at Automotive PR 020 7494 8050 email:cwakley@automotivepr.com



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Note for 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 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 37 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).

For further press information please contact Automotive PR on +44 (0) 20 7494 805.