



## MEDIA INFORMATION

### November 2009

Falken sales are continuing to grow at an astonishing rate throughout 2009. In what can only be described as an erratic market Micheldever Tyre Services, Falken's exclusive distributor in England, Scotland and Wales, reports an increase in sales of passenger car, van and 4x4 exceeding 30% against what was a very successful 2008.

Falken sales have more than doubled through Micheldever over the past three years establishing Falken as a serious mid range offering with the majority of the increase coming through the Falken dealer network.

The retail consumer, whilst trying to save money, is still looking for a tyre, which offers performance, safety and comfort and Falken continues to offer exceptional value for money. "Many of our dealers have commented that their customers who have historically purchased premium brand product are looking for an alternative and with Falken's pedigree and history, produced by Sumitomo from Japan the 6<sup>th</sup> largest tyre manufacturer in the world, the conversion to Falken is made much simpler" says Jon Limmer Falken brand manager.

Falken continues to be an integral partner in the Micheldever brand portfolio and the excellent availability from the manufacturer combined with the nationwide logistics, with many customers receiving twice daily delivery provided by the UK's largest wholesaler, Falken will surely continue to grow.

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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).