



## MEDIA INFORMATION

19<sup>th</sup> June 2009

### **More Brits holidaying in the UK will put pressure on tyres, says Micheldever**

- Poor exchange rate will boost UK holidays
- More motorists will be driving this summer

Consumer research by Micheldever Tyre Services, the UK's largest independent tyre dealer network, has revealed that the recession and the poor euro exchange rate is encouraging more people to forego a European summer break this year and switch to a UK holiday destination. Over 60% of people asked said that they will be holidaying in the UK this year and three quarters of that number said that they would be driving to their holiday destination.

With almost a quarter of cars and vans in the UK having at least one defective or badly worn tyre, and with more vehicles on the roads during the summer months, the prospect of a tyre failure or an accident, particularly in the wet, will be considerably increased says Micheldever.

Micheldever is offering motorists visiting anyone of the 36 outlets in the UK a free summer holiday tyre safety check together with advice on tyre care and use particularly when carrying more passengers or a fully loaded boot. The company is offering the following simple tyre advice to holidaying motorists;

- 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



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- 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 of tread.
- Have steering alignment checked if front tyres show sign of excessive or uneven wear.
- Have front wheels and tyres balanced if there are signs of vibration, wheel wobble or patchy tyre wear.

Previous research by Micheldever indicated that the recession was also giving rise to motorists delaying the replacement of badly worn or defective tyres, putting their own and other road users' lives at unnecessary risk. Micheldever is 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 more details on Micheldever visit <http://www.micheldever.co.uk/>.

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 2007/08 – 20 percent of the total UK market – annual turnover for 2008/09 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 36 outlets including Protyre Motorsport, continues to gain geographic coverage in the UK through new acquisitions.



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- MTS has established a wholesale distribution network of 10 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).