



MEDIA INFORMATION

11 February 2010

Beware the hidden snow dangers

The blanket of snow that has covered most of the UK in the past week, disrupting traffic and making driving difficult for many motorists, brings with it hidden dangers according to Micheldever Tyre Services. Potholes, kerbs and other obstructions are obscured by snow and the company is reporting an increasing number of motorists with tyre damage caused by kerbing or hitting obstructions in the road.

Striking a snow obscured kerb or a pothole in the road or mounting the pavement, can cause steering misalignment leading to exaggerated tyre wear requiring premature replacement. Emergency braking in these conditions may cause a vehicle to skid resulting in tyre "flat spotting" which will accelerate the need for early replacement. Sidewall damage caused by "pinching" the tyre against the kerb can result in a bulge causing the tyre to lose pressure and in extreme circumstances can lead to a possible tyre "blow-out".

Micheldever is recommending that drivers examine their tyres for snow induced damage and if in doubt about any possible consequences caused by striking an obstacle, they should seek professional advice. During the bad weather Micheldever is offering a free tyre safety check, including examination of all four tyres, for possible kerbing or sidewall damage.

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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.