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Toyo Tyre (UK) Ltd – Rushden, Northants, UK

**TOYO TIRES assigns two key distribution partners for 2010**

TOYO TIRES announce they have agreed terms with two of the UK's leading tyre distributors, MICHELDEVER TYRE SERVICES and N.E. WHOLESale, in a move designed specifically to further assist their sales efforts in the UK for 2010 and beyond by increasing the presence of TOYO TIRES among a wider number of UK tyre dealers.

Speaking of his delight at this latest development, Nick Manning [Marketing Manager TOYO TYRES UK], suggests that 'this will prove to be an important milestone for the growth and long term success of TOYO TIRES in the UK. We have known for some time that our brand simply did not have sufficient geographical penetration necessary to be accessible by the wider end consumer groups. With this agreement in place, I am confident that we can stimulate greater demand for TOYO TIRES from more and more end consumers. I am also confident that some of that increased demand will benefit our existing dealer network, all of whom remain of strategic importance to our long term business plans for the UK'.

Adding further explanation to this point, Nick explained that it is important to understand that this agreement is not an exclusive brand arrangement with either distributor. Instead, its foundations are built on a principle of distribution synergies and mutually beneficial geographical coverage. That means that whilst our two distribution partners will establish a network of TOYO TIRES dealers that they will serve, this will only be done in areas where TOYO UK does not have any existing direct dealers.

However it should also be understood that due to the successful and progressive nature of both MICHELDEVER TYRE SERVICES and N.E.WHOLSALE, specifically with regard to stock holding, the number of stocking points for TOYO TIRES will increase dramatically. Combine this with the fact that many of TOYO TIRES existing dealers use both distribution partners for supply of other brands it is probably safe to assume that the existing network of TOYO TIRES dealers may choose to benefit from having access to even greater stocks of TOYO TIRES.

TOYO TIRES agreement with MICHELDEVER TYRE SERVICES was signed by Paul Fox [Chief Executive MICHELDEVER] and Nick Manning [Sales & Marketing Director TOYO UK]. A ceremonial signing took place in the drivers lounge at THE GOODWOOD REVIVAL, with Lord March officiating [see pictures below].



MICHELDEVER TYRE SERVICES are of course now the UK's leading and fastest growing tyre distributor. Operating out of 12 Distribution centres nationally, with a guaranteed next day delivery service anywhere in the UK and a second same day afternoon delivery in many areas, they are very excited about the prospect of distributing the Toyo brand. Wholesale Director, Alan Baldwin, commented that "the partnership will yield significant benefits for all parties and will offer a significant improvement in service levels for retailers and consumers alike. Toyo, as one of the World's leading tyre manufacturers, fully acknowledge and recognize the logistics advantage that a national distributor like MTS can offer and we are of course delighted to be able to assist in the distribution of this leading quality brand in the UK market"

TOYO TIRES agreement with N.E. WHOLESale was signed by Gavin Marshall (Managing Director, N.E. WHOLESale), and Koji Toyoda [Managing Director TOYO UK]. A ceremonial signing took place at N.E. WHOLESale'S flagship retail depot in Knaresborough [see picture].



Gavin explains how this strategic distribution partnership will further benefit tyre dealers in the North by offering more choice and easier access to a superb brand with a range of excellent quality tyres.

He said "We are particularly excited about the niche opportunities this provides us to target dealers of Ultra High Performance and 4 x 4 tyres. We see both these sectors growing in the future. The severe winter conditions have highlighted the benefit of 4x4 driving options.

We are in a unique position to provide TOYO TIRES with the perfect solution to achieve their brand penetration aspirations. With 6 warehouses across the region, flexible storage, excellent fill rates and an extensive fleet of distribution vehicles, we can guarantee continued supply across the range, at a time when many manufacturers in this market sector appear to be struggling to meet demand.

This partnership will provide benefit to N.E. WHOLESale, TOYO TIRES and our customers. Greater profit opportunities will be available to dealers taking up the Toyo brand due to the price positioning, quality and range of the brand. This we be further supported by our

exceptional service offering including on demand and multi-drop daily deliveries to the North East, Scottish Borders, Cumbria and Yorkshire.

N.E. WHOLESale is proud to be associated with the Toyo brand and look forward to a long and successful partnership with TOYO TIRES and the growing dealer network.”

**For more information on how to become a Toyo Tires dealer, please visit [www.toyo.co.uk](http://www.toyo.co.uk) or email [sales@toyotyre.co.uk](mailto:sales@toyotyre.co.uk).**

Release ends

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