



## MEDIA INFORMATION

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### **Potholes can seriously damage...your finances!**

- **Cold snap takes its toll on road surfaces**
- **300 new potholes being identified each day**

Micheldever Tyre Services is warning drivers to be aware of the dangers of hitting potholes on UK roads as a result of the snow and freezing conditions. The UK's largest independent wholesaler, distributor and retailer of tyres is reporting a dramatic increase in the number of motorists visiting the company's retail sites with tyre and rim damage and, in some cases, suspension components have also suffered damaged and wheels are also knocked out of alignment, all caused by hitting potholes.

In addition to vehicle damage, potholes can also pose a road safety danger says Micheldever, with motorists swerving to avoid the damage caused to the road by freezing weather. Also, according to the popular website Potholes.co.uk, the cost of repairing potholes annually is £320 million and this figure is likely to rise considerably. One council in the south of England is receiving reports of 300 new potholes each day.

Recently a VW Golf driver called into the Micheldever Tyre Services site in Hampshire, after he had hit a pothole. On examination the nearside front tyre had been badly damaged, the alloy rim was cracked and there was damage to the lower suspension arm. The total cost of the replacement tyre and rim and suspension repair was over £300.

"It is becoming a serious road safety concern," said Simon Hiorns, Retail Director at Micheldever. "We are seeing a substantial increase in the number of drivers calling into our 48 nationwide branches with potholed damaged vehicles. Obviously we suggest that motorists keep alert to this increased road danger, but should drivers unavoidably hit a pothole and become concerned about possible damage, they can visit any of our retail outlets and one of our tyre experts will examine the car free of charge and report any damage".



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Duncan McClure Fisher, Managing Director of Potholes.co.uk said: "We know that the average repair cost of axle and suspension damage caused by hitting a pothole is £360.00, but the highest claim we've seen through Warranty Direct's automotive policies is an eye-watering £2,710.00, so it is very worthwhile being especially vigilant on the roads at the moment".

-ENDS-

For more details of Micheldever Tyre Services visit [www.micheldever.co.uk](http://www.micheldever.co.uk). Or call in for a free tyre safety check.

For further press information please contact 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 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 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).