



MEDIA INFORMATION

20th January 2010

Micheldever uses radio to promote tyre safety

Micheldever Tyre Services, part of the UK's leading independent tyre dealer network, has been a strong supporter of tyre safety initiatives and has recently completed a "down the line" radio campaign with tyre safety messages that reached over 1.2 million listeners across the country.

The campaign was managed by Sound, part of Marketiers4dc the leading radio, television and online content provider, and featured Micheldever's retail director Simon Hiorns who undertook interviews with 22 local radio stations. Simon was supported by tyre industry PR expert Chris Wakley.

"I was surprised but delighted with the level of interest in tyres and tyre safety," said Simon Hiorns. "And radio is a fantastic medium to promote tyres and tyre safety simply because much of the time the listeners are in their cars hearing the interviews".

The Micheldever interview slots were used throughout the day on the 22 radio stations and in total the messages represented almost 2 hours of broadcast coverage. The company is looking to repeat the exercise this year and to expand into using video online coverage, still a relatively new and emerging promotional area for the UK tyre industry.

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For further press information please contact Chris Wakley or Tom Callow at Automotive PR on 020 7494 8050 email: cwakley@automotivepr.com

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 –



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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 38 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).