



## MEDIA INFORMATION

11<sup>th</sup> January 2010

### **Wintry weather takes toll on batteries, wipers and wheels**

Following the warning from Micheldever Tyre Services about the dangers snow-covered roads pose to tyres, including damage from striking concealed potholes or kerbs, the UK's largest independent tyre retailer is also warning of less visible damage the weather can have on batteries and windscreen wipers.

Cold weather slows down the chemical reaction that generates the current in the battery, meaning batteries run down quickly and fail to supply the power required.

Micheldever is offering free battery checks at its outlets nationwide, and motorists are encouraged to check the condition of their battery to avoid the risk of their car not starting.

Drivers are also being warned that the cold weather may cause damage to windscreen wipers, as the blades can become frozen to the screen. If they are frozen, motorists should not try to operate them, as this may blow a fuse and could even cause the wiper motor to seize. Even if the wipers are working, Micheldever advises against using them to clear frost and ice, as this can degrade the rubber on the wiper blades.

For details of how to find Micheldever Tyre Services and where you can get your free battery and tyre check, visit the company's website: [www.micheldever.co.uk](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.

- Ends -

### **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



## MEDIA INFORMATION

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).