

Release date: 4 January 2016

## **LANCASHIRE LOGISTICS KEEPS GREENS ON THE GO THANKS TO FRESH AGREEMENT WITH ATS EUROMASTER**

Lancashire Logistics has appointed ATS Euromaster to manage the tyres across its fleet, as it looks to reap the rewards of less tyre related downtime and increased vehicle availability.

The Wigan-based logistics provider, which specialises in transporting fresh fruit and vegetables, has also specified a 100 per cent Michelin fitment policy across its 19 trucks and 20 trailers, as well as the company's cars and vans.

As part of the deal, ATS Euromaster will carry out monthly inspections ensuring that the fleet's tyres are closely monitored. By taking this proactive approach, service issues can be detected and the corrective action taken before they result in a roadside failure.

The inspections support the drivers' own daily checks and ensure that Lancashire Logistics gets the maximum safety and longevity from every tyre in service, while helping to minimise downtime and the associated costs which may be incurred by missed or late deliveries.

Lancashire Logistics' Fleet Engineer Peter Calow says: "The perishable nature of the produce we carry means we're as focused as it's possible to be on managing out instances of unexpected downtime altogether.

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“The regular inspections and expert advice we’re getting from ATS Euromaster are already delivering improvements – helping to make our fleet even more efficient and reducing operating costs. It’s a win-win situation.”

All routine tyre maintenance is carried out on-site at the Lancashire Logistics’ depot by skilled ATS Euromaster mobile service technicians. This includes regular tyre pressure maintenance, turning tyres on the rim, repairing damage and recommending vehicles for wheel alignment checks, where necessary, all of which helps reduce spend on fuel and the premature replacement of tyres.

Lancashire Logistics and its drivers also benefit from ATS Euromaster’s national 24/7 roadside rapid response service. This means that in the unlikely event that one of the company’s commercial vehicles suffers a tyre-related breakdown, one of ATS Euromaster’s more than 820 mobile service vehicles will be despatched, helping to ensure that the vehicle is back on the road as soon as possible.

“Our focus on continuous improvement means we need a partner we can trust to help us get the most from our tyre policy. We evaluated our options carefully before switching to ATS Euromaster – and based on our experiences to-date, we know we’re in good hands,” adds Calow.

Lancashire Logistics has been providing temperature-controlled transport solutions to the fresh produce sector for more than 20 years.

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#### **About ATS Euromaster**

Birmingham-based [ATS Euromaster Ltd](#), part of the [Euromaster Group](#), was established in 1965 and operates approximately 345 centres, more than 820 service vans and

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employs nearly 2,600 people, providing coverage across Great Britain. It is the country's largest comprehensive tyre distributor, supplying tyres for cars, vans, trucks, buses/coaches, materials handling equipment, agricultural machinery and construction plant. The company's expertise also extends to car and van service, maintenance and repair (SMR), including: menu-driven servicing, Class IV & Class VII MoT tests, brakes, batteries, shock absorbers, oil, exhausts, fault diagnostics and air-conditioning servicing. ATS Euromaster is accredited by both [safecontractor](#) and the [Contractors Health and Safety Scheme](#) (CHAS) and has been granted a [Royal Warrant](#) as tyre specialists to Her Majesty The Queen. It is also an official 'industry partner' to the Freight Transport Association's [Van Excellence](#) programme. For further information visit: <http://www.atseuromaster.co.uk/business>



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**Note to editor:** For press information visit ATS Euromaster's [online newsroom](#) or contact James Boley or James Keeler on 020 8647 4467, or by email to [james.boleyn@garnettkeeler.com](mailto:james.boleyn@garnettkeeler.com) / [james.keeler@garnettkeeler.com](mailto:james.keeler@garnettkeeler.com).

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Tyres and Vehicle Maintenance