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ATS EUROMASTER APPOINTS NEW MANAGING DIRECTOR

ATS Euromaster has appointed Jerome Monsaingeon as its new Managing Director, bringing with him a wealth of global expertise in all aspects of the Michelin Group.

Jerome joins ATS Euromaster after 36 years in managerial roles within Michelin across the globe, most recently as Managing Director of SMPT, a Michelin subsidiary based in Singapore.

He has also overseen supply chain change management for Europe and served as Michelin world key account manager with Peugeot-Citroën. Previous positions also encompassed major managerial roles in Europe and the Far East, including Japan, Thailand and Hong Kong.

Jerome says: “ATS Euromaster is not only about providing the best quality products, it is also about providing the best quality customer service. I am relishing the opportunity to further consolidate ATS Euromaster’s fantastic reputation as the safest and most skilled tyre and vehicle maintenance services provider in the country.”

Jerome Monsaingeon takes over the role from Peter Allen, who is taking up a new opportunity with the Michelin Group in the USA.

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About ATS Euromaster

Birmingham-based [ATS Euromaster Ltd](#), part of the [Euromaster Group](#), was established in 1965 and operates approximately 340 centres, more than 820 service vans and 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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