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ATS EUROMASTER MAKES SECOND PIT STOP AT LAKESIDE FOR BLACKCIRCLES

ATS Euromaster, in partnership with Blackcircles, has opened its second quick tyre change facility at the Lakeside Shopping Centre in Essex, following the success of the first Pit Stop location in Cambridge.

Pit Stop centres offer retail customers the ultimate in flexibility when buying tyres, combined with the trusted ATS Euromaster quality and service in an easily accessible, convenient location.

Via Blackcircles.com, customers purchase competitively priced tyres prior to booking their car into the Pit Stop site for fitting. Upon arrival, all they have to do is leave their vehicle in the hands of ATS Euromaster technicians, head to the shops or for a bite to eat, and then return to the expertly completed job before heading home.

Peter Tye, Group Operations Manager at ATS Euromaster, says: "Pit Stops make it even easier for customers to have quality tyres fitted by ATS Euromaster. The model enhances our excellent relationship with Blackcircles, as well as expanding our presence in areas where we currently don't have full retail centres."

In addition to tyre fitment, the new Lakeside Pit Stop has been set up for air conditioning re-charge, nitrogen tyre inflation and wheel alignment. Because the centre forms part of the ATS Euromaster network, every customer can be sure that their vehicle will receive expert attention from the safest tyre service provider in the

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country – underlined by its recent RoSPA Gold Award for health and safety, which it has now received for a third year running.

The second Pit Stop site at Lakeside marks out plans for further expansion. Tye says: “The Pit Stop centres underline our commitment to making the customer journey as simple as possible. We wanted to offer our honest, open approach to tyre fitting to our customers at a location and time that suits them – without losing any of the precision, expertise or quality of service they have come to expect. As we proved with the Cambridge site, it’s an approach that works and I am certain Lakeside will also be a resounding success – paving the way for more centres in the future.”

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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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