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## **ATS EUROMASTER APPOINTS OPERATIONS DIRECTOR TO CHAMPION ITS NEW LIGHT VEHICLE FOCUS**

ATS Euromaster has appointed a new Operations Director to drive the company's growth and development in the light vehicle market, following the decision in October 2018 to merge its heavy vehicle business with Tructyre.

Mark Lynch, 49, will be responsible for a network of 300 centres and 200 mobile service vans which will be focused entirely on supporting cars and light commercial vehicles (LCVs) up to 3.5 tonnes.

He brings two decades of retail experience to the national tyre and vehicle maintenance provider, including 12 years at BrightHouse, most recently as Operations Director. This saw him responsible for 320 stores, plus national and local distribution centres, engineering centres and the customer relations team. Prior to BrightHouse, he spent 11 years at Adams Childrenswear, joining in 1994 as a graduate trainee on the Sears Professional Management programme.

Commenting on his appointment, Lynch says: "This is a very exciting time to be joining ATS Euromaster and I'm looking forward to adding real value to the business. As our heavy customers transfer to Tructyre ATS, it is my job to focus on putting light vehicles at the heart of everything we do – at a head office, centre and mobile service level.

"Concentrating on light vehicles means every decision we make can be about enhancing the customers' experience and ensuring we deliver outstanding customer care in a market which is steadily changing – fuelled by a rise in the number of electric

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and hybrid cars on our roads, the continued growth of SUVs and a boom in light vans serving dot com companies.”

Lynch, who is married and has a teenage daughter, will be based at ATS Euromaster’s head office in Aston and sits on the leadership team.

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### About ATS Euromaster

[ATS Euromaster Ltd](#), part of the [Euromaster Group](#), was established in 1965 and provides coverage across Great Britain, supplying tyres for all vehicle types. The company’s expertise extends to car and van servicing, maintenance and repair (SMR), including 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).

In October 2018 ATS Euromaster announced plans to merge its heavy tyre operations with Tructyre, creating the largest national heavy tyre business in Britain. The new national business, Tructyre ATS, will provide service for vehicles from 3.51+ tonnes GVW. The new Tructyre ATS business will be rolled out region by region, with the South East of England having already been the first to successfully transfer to the new method of operations.



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

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