

MUD FOR IT! IAN BROWN TYRES FIRST TO JOIN FORCES WITH BFGOODRICH IN OFF-ROAD CENTRE PROGRAMME

STOKE-ON-TRENT, UK, October 10, 2017 — Independent retailer Ian Brown Tyres is entering new terrain after becoming the first independent UK tyre dealer to become part of the new BFGoodrich Off-Road Centre network.

The North Yorkshire retailer near Malton is vying to be the go-to place for off-roaders' tyre needs. And it's ideally located to corner the market, thanks to its proximity to off-road hotspots including the North York Moors and Howardian Hills.

Ian Brown, the company's founder and Director, says joining forces with BFGoodrich will further boost the centre's reputation as a leading off-road tyre provider: "If you look geographically where we're positioned, we're surrounded by farms, rural areas and moorland. It's the perfect area.

"We're dealing with agricultural vehicles, game-keeping vehicles, people who are doing a lot of off-roading. BFGoodrich tyres are the ideal product for customers from a longevity point of view because they really do go the distance.

"You're getting in the region of 50-60,000 miles on quite heavy vehicles. It is our premium 4x4 brand – and it's going from strength to strength. We want to be part of that."

A two-day training course is compulsory for retailers selected to become BFGoodrich ambassadors. Although Ian Brown Tyres has long supplied and fitted BFGoodrich tyres, there's a wealth of extra knowledge to take in when teaming up with the tyre giant.

He says: "No matter how much you know the product, there are always areas you can polish up on. I wanted to know more on the technical side of things and obviously find out the benefits of different tyres for different environments. Ultimately, if you are going to be recommended as a BFGoodrich 4x4 dealer, you want to make sure you've got all the right information."

Mark Meagher, BFGoodrich's Programme Manager for the UK and Ireland, reveals: "Ian Brown Tyres delivers an excellent standard of customer service and tyre expertise, always taking on new challenges with ambition and determination.

"This, coupled with the retailer's prime position for UK off-roading, made Ian and his team an obvious choice to be part of the launch of our new Off-Road Centre network."

BFGoodrich Off-Road Centres in the UK will benefit from the partnership in a number of ways. They will receive online visibility as a 4x4 expert approved by BFGoodrich, receive point of sale material for their shop and develop the skill and motivation of staff in all areas.

Brown adds: "We're now better informed and geared up to support the 4x4 market than ever before. We also have access to expert technical back-up through BFGoodrich and we'll be a key recognised dealer."

Retailers eager to join the programme will need to illustrate a dedicated off-road focus through in-centre expertise, participate in 4x4 events, boast strong 4x4 tyre sales, complete the BFGoodrich training course and be able to measure customer satisfaction.

Ian Brown Tyres' collaboration with BFGoodrich marks yet another big achievement for the retailer. Staff at Ian Brown Tyres will be keeping their fingers crossed for even more success later this month – it has been shortlisted for the Tyre Retail Centre of the Year prize at the NTDA 2017 Tyre Industry Awards in Milton Keynes.

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With more than 100 years of heritage, BFGoodrich® is dedicated to providing high performance tyres for those who have a passion for driving in virtually any environment. Combining technical expertise with 45 years of motorsports experience, BFGoodrich delivers tyres for a full range of driving experiences from ultra-high performance street to off-road terrain with one common theme – extreme performance. Come upgrade your performance with BFGoodrich and see where our tyres can take you at www.BFGoodrich.co.uk

Media Contact:

Dave Johnson
BFGoodrich Press Office
Tel: + 44 (0)1782 402341
Email: d.johnson@michelin.com

James Keeler or Rebecca Gleave
Garnett Keeler PR
Tel: + 44 (0)20 8647 4467
james.keeler@garnettkeeler.com / rebecca.gleave@garnettkeeler.com

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