

LEADERS IN THE FIELD: FOUR ATS EUROMASTER CENTRES AMONG FIRST TO JOIN NEW BFGOODRICH OFF-ROAD NETWORK

STOKE-ON-TRENT, UK, November 15, 2017 — BFGoodrich has joined forces with four ATS Euromaster branches across the UK as part of its new Off-Road Centre programme.

The ATS Euromaster centres – in Perth and Forfar, Scotland; Abergavenny, Wales; and Tavistock, England – that have been picked to become BFGoodrich specialists are all located in popular off-road havens, ideally placed to cater to all-terrain tyre needs in their respective communities.

For its Off-Road Centre initiative, BFGoodrich carefully selected tyre retailers recognised by enthusiastic off-roaders as leaders in the field to become ambassadors for the company.

Steve Watson, Centre Operations Manager at ATS Euromaster in Tavistock, Devon, says: “BFGoodrich is the best in the business for all-terrain tyres. Once somebody’s bought them, they’re hooked on them. They will sell themselves – but it’s important that we’re able to back up the sales with product knowledge and expertise, which is what the partnership programme will give us.

“All the help’s there if we need it. It’s a specialist market so it’s all about spending time with the customer and making sure they’re getting the right product for their vehicle. Once you’ve seen them being used and what they’re capable of, you’ve got even more confidence to sell them.”

The four ATS Euromaster centres, along with independent North Yorkshire retailer Ian Brown Tyres, are the first dealerships to join the BFGoodrich Off-Road Centre network.

Following a compulsory two-day training course for staff from each location, which involved both classroom training and learning practical off-roading skills in a fleet of BFGoodrich-shod 4x4s, the centres are already benefiting in numerous ways. They’re receiving online visibility as a 4x4 expert approved by BFGoodrich, point of sale material for their customer waiting areas, and developing the skills and motivation of staff in all areas.

Retailers wanting to join the programme have to demonstrate a dedicated off-road focus through in-centre expertise, participate in local 4x4 events, and have a proven track record in strong 4x4 tyre sales and customer satisfaction.

Mark Meagher, BFGoodrich’s Programme Manager for the UK and Ireland, reveals: “ATS Euromaster is one of the UK’s largest, most highly trusted and skilled tyre providers. The four selected for the Off-Road Centre network were obvious choices because of their expertise in the off-road market, proximity to all-terrain hotspots and dedication to customer service.

“Having ATS Euromaster on board will provide a boost in sales and profile – for both parties – and cement BFGoodrich’s reputation as the leading tyre manufacturer for all-terrain driving, offering exceptional performance and durability.”

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About BFGoodrich®

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

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