



## **BFGOODRICH TEAMS UP WITH CORNWALL TYRE DEALER TO CONQUER AGRICULTURAL 4x4 MARKET IN SOUTH-WEST ENGLAND**

**STOKE-ON-TRENT, UK, April 23, 2018** — Cornwall-based Geoffrey Harris Tyres has become the latest independent tyre dealer to join BFGoodrich's revered UK Off-Road Centre network.

The Liskeard retailer is already reaping the benefits of the partnership, bolstering the centre's all-terrain expertise and its widespread reputation for being the go-to place for 4x4 tyres across Cornwall and Devon.

With a vast base of agricultural customers, Geoffrey Harris Tyres serves farmers running 4x4s both in the field and on the road. Joining forces with BFGoodrich serves to galvanise their leading position in the market.

Michael Harris, Managing Director at Geoffrey Harris Tyres, says: "Being part of the BFGoodrich Off-Road Centre network is a massive coup for us. We're very loyal to the brand because we truly believe it's the best.

"We run all of our own 4x4 Toyota Hiluxes on BFGoodrich tyres, because it's vital our technicians can access all locations. Given that most of our customers work in agriculture, we regularly drive our vehicles on all manner of challenging terrain. But BFGoodrich tyres make very easy work of it."

Harris continues: "Being part of the BFGoodrich network has enabled us to access the very best pricing, which benefits the end user. We're expecting our business to grow as a result of our relationship with BFGoodrich because, on top of the prices, we will receive online visibility as a 4x4 expert approved by the manufacturer, point of sale material for our centre, and support and training for all staff.

"It's a major plus to have BFGoodrich promoting us as their preferred dealer for Cornwall. It's a product we wholeheartedly recommend to customers – so there's no better dealer network for us to be involved with."

Despite supplying an expansive range of tyres to all types of customers, it's the agricultural sector that relies heaviest on the dealer centre and its stock of BFGoodrich tyres.

Harris says: "Farmers use their 4x4s for all sorts of reasons – from going out for Sunday lunch or a shopping trip to towing cattle boxes to the market and driving onto their fields to

check on livestock. We can cater to all their 4x4 tyre needs as we have a massive stock of BFGoodrich tyres available. We know exactly what fitment is best suited to each vehicle.”

Geoffrey Harris Tyres is a family-run business that is celebrating its 50<sup>th</sup> anniversary this year. The centre will be appearing at the Royal Cornwall Show in June, where it will be exhibiting a Land Rover Defender 110 running on BFGoodrich tyres.

It is the latest independent tyre dealer in the UK to join the BFGoodrich programme. North Yorkshire retailer Ian Brown Tyres became the first to sign up in October last year.

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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](http://www.BFGoodrich.co.uk)

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