



BFGOODRICH LAUNCHES OFF-ROAD CENTRE NETWORK FOR TYRE DEALERS IN IRELAND

STOKE-ON-TRENT, UK, March 28, 2019 — BFGoodrich has expanded its pan-European Off-Road Centre network into Ireland for the first time, as part of plans to work more closely with local tyre dealers recognised for their off-road tyre expertise.

Martin Thompson, BFGoodrich Go-To Market Manager, welcomed senior representatives from 13 dealerships to the two-day launch event at Kilkea Castle in Co. Kildare, which included a detailed training induction, product briefing and a glimpse at some of the brand's plans for the coming 12 months.

On day two, dealers were invited to improve their off-road driving techniques at nearby Terrafirma Training, a dedicated 4x4 school, with a fleet of vehicles sporting BFGoodrich All-Terrain T/A KO2 tyres and the newly launched Mud-Terrain T/A KM3.

Thompson says: "It was a fantastic opportunity to bring our launch partners together for a taste of the staff training and product support we will be making available to them. Plus, it gave us an opportunity to allow dealers to see for themselves why BFGoodrich tyres are recognised the world over for their go-anywhere capability.

"Our first 13 members in Ireland join a growing network of more than 160 dealers from across Europe in benefiting from direct manufacturer support to ensure they can deliver the highest standards of service to customers."

Commenting on the decision to join the network, Thom Fox, owner of Ballinasloe Tyre Centre in Co. Galway, explains: "We've had BFGoodrich in our brand portfolio for a long time. It's always been popular for both multi-purpose vehicles and dedicated off-roaders, particularly in the farming sector. Joining the network makes total business sense for us."

Mike McGrath, owner of Safeway Tyres in Ennis, Co. Clare, comments: "BFGoodrich is a premium professional 4x4 brand and as a dealer, it's the one you want to be associated with. We recommend BFGoodrich in the full knowledge the customer will come back to us for the same tyres again in the future, but only after they have delivered a long life in service.

"The launch of the network is great news for Ireland and aligns perfectly with how we run our business; offering the best advice, products and backup to our customers."

Each BFGoodrich Off-Road Centre will benefit from enhanced visibility as a 4x4 expert approved by the manufacturer, and with point of sale material at each location. They will also be invited to access advanced training for both their customer-facing staff and workshop technicians – to help develop the skills and expertise of staff in all areas.

The launch dealers included A One Tyres, Ballinasloe Tyre Centre, Condron Tyres, Discount Tyre and Auto Services, Global Tyres, JB Tyres, John Banks Tyres, McManus Tyres, Nass Road Tyres, O'Hanlon Tyres, Safeway Tyres, TC Tyres and Wesley James Tyres.

BFGoodrich has plans to expand the network further, with dealers looking to join being required to have existing off-road expertise. They must also participate in local 4x4 events, record strong 4x4 tyre sales and take part in official BFGoodrich training, to ensure they can continue to provide expert advice to customers.

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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 truck.bfgoodrich.co.uk

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