



KEVIN BURKE TYRES TO HELP KEEP IRELAND FULLY STOCKED WITH BFGOODRICH

STOKE-ON-TRENT, UK, January 23, 2020 — BFGoodrich has appointed Kevin Burke Tyres (KBT) as its distribution partner in Ireland.

KBT will stock a large selection of the world-renowned brand of tyres throughout the year in its large warehouse facility in Athenry, County Galway.

BFGoodrich – best known as being the world leader in off-road tyres – began manufacturing in Akron, Ohio, in 1870. Later this year, to help mark its 150th anniversary, BFGoodrich will strengthen its presence in the car tyre sector with the launch of its new Advantage and Advantage SUV ranges.

Martin Thompson, BFGoodrich Go-To-Market Manager, says: “We looked at the market to find a partner that would be able to hold stock for both its own customers and all the dealers in Ireland. With its new large warehousing facility, KBT was the ideal choice. It has been a well-respected BFGoodrich dealer for a long time.

“The market desire for BFGoodrich has always been strong in Ireland and having KBT as our distribution partner will really help to strengthen product availability. They will hold 4x4 tyres and the new Advantage range – giving our dealers across Ireland another way of accessing the latest generation products and existing BFGoodrich ranges.”

Established in 1995, KBT has evolved from a tyre retailer catering for the local area, to one of Ireland’s largest wholesale tyre providers.

Last year, the company moved to a purpose-built facility located beside one of Ireland’s largest road networks, allowing KBT to offer a comprehensive delivery service to customers daily throughout the country.

As a further endorsement to the business, KBT was named Irish Auto Trade Awards - Tyre Distributor of the Year 2020.

Kevin Burke, Owner of KBT, says: “It is an honour and a privilege that BFGoodrich has chosen us as its partner. We will work tirelessly to promote their brand in Ireland and are really excited at the prospect of what we can achieve together.”

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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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