



## **BFGOODRICH ANNOUNCES MICHELDEVER TYRE SERVICES AS ITS OFFICIAL PREFERRED 4x4 WHOLESALER**

**STOKE-ON-TRENT, UK, February 26, 2020** — Micheldever Tyre Services has been announced as the BFGoodrich brand's official 4x4 wholesaler in the UK.

Winchester-based Micheldever Tyre Services – which has established a wholesale distribution network of 15 sites around the country, supplying over 6,000 retailers nationwide – will stock a large selection of BFGoodrich's All Terrain T/A KO2 and Mud-Terrain T/A KM3 ranges, helping to ensure excellent product availability throughout the year.

Martin Thompson, BFGoodrich Go To Market Manager, says: "We've worked closely with Micheldever for a number of years and we are delighted to formally announce them as the brand's official preferred 4x4 wholesale partner across the UK."

Widely recognised as a world leader in off-road tyres, the BFGoodrich brand is marking its 150th anniversary this year, having started manufacturing tyres in Akron, Ohio, in 1870.

"The Micheldever Tyre Services and the BFGoodrich brands share a lot of the same principles and qualities," adds Thompson. "BFGoodrich tyres are recognised the world over for their go-anywhere capability and we are proud of our rich heritage in the 4x4 sector.

"Micheldever Tyre Services has extensive off road tyre expertise and as market leader for All Terrain and Mud Terrain supply in the UK, are the obvious choice to act as the brand's preferred wholesaler."

Graham Mitchell, Wholesale Director at Micheldever Tyre Services, says: "BFGoodrich is a premium professional 4x4 brand and as a wholesaler with a strong reputation in the off-road market, it's one we are very happy to be associated with.

"It's a hugely popular brand for both professional and recreational 4x4 drivers, delivering products with great traction, toughness and longevity – all the qualities our customers look for when choosing their off-road tyres."

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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](http://truck.bfgoodrich.co.uk)

**Media Contact:**

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

Dan Jones or James Keeler  
Garnett Keeler PR  
Tel: + 44 (0)20 8647 4467  
[dan.jones@garnettkeeler.com](mailto:dan.jones@garnettkeeler.com) / [james.keeler@garnettkeeler.com](mailto:james.keeler@garnettkeeler.com)

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