

BFGOODRICH SALES BOOM FOR MICHELDEVER TYRE SERVICES

STOKE-ON-TRENT, UK, June 21, 2021 — Micheldever Tyre Services has almost doubled its sales of BFGoodrich tyres since becoming the brand's official 4x4 wholesaler in the UK at the start of 2020.

The agreement sees the Winchester-based business – which has established a wholesale distribution network of 15 sites around the country, supplying more than 6,000 retailers nationwide – 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.

Graham Mitchell, Wholesale Director at Micheldever Tyre Services, says: "As the brand's preferred 4x4 wholesaler we are now working much more closely with our partners at BFGoodrich on forecasting logistics to ensure we have stock available for key fleets and dealers with the biggest demand – ensuring the customers who are really keen on the product never go short.

"Having that strength in key areas has had a significant effect on our sales of the product. In total, we have seen an increase of 98 per cent since 2019."

The BFGoodrich brand is widely recognised as a world leader in off-road tyres, having first started manufacturing in Akron, Ohio, in 1870.

Martin Thompson, BFGoodrich Brand Manager, says: "Micheldever Tyre Services has extensive off road tyre expertise and as the market leader for All Terrain and Mud Terrain supply in the UK, the brands share a lot of the same principles and qualities.

"They were always top of our list when selecting a preferred 4x4 wholesaler for the UK market and the results they've had shows we made the right choice. The enhanced relationship has been hugely beneficial for both parties."

During the course of the past 18 months, Micheldever Tyre Services has grown its own in-house team of off-road specialists to ensure its network of dealers and customers can call upon that expertise when required.

"We have a big a team who are now solely focused on the 4x4 world and having that bank of knowledge within Micheldever is proving invaluable," adds Mitchell. "The further investment in expertise in the division, the marketing support that we provide our customers and the

continued relationship with BFGoodrich should only ensure more future growth in the marketplace.”

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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

Media Contact:

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

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

BFG/007/21