

KEVIN BURKE TYRES SIGNS MULTI-YEAR WHOLESALE AGREEMENT WITH BFGOODRICH

STOKE-ON-TRENT, UK, July 21, 2021 — Kevin Burke Tyres (KBT) has formalised its distribution partnership with BFGoodrich, signing an initial three-year agreement which will see it supply BFGoodrich tyres across the whole of Ireland until at least mid-2024 – with the option to extend for a further two years.

The deal covers the full range of BFGoodrich car, van, SUV and 4x4 tyres, which are stocked in the firm's impressive warehouse facility in Athenry, County Galway, and offered for next-day delivery using its own fleet of vehicles.

KBT began stocking large quantities of BFGoodrich product around six years ago, and the business relationship between the two companies has continued to develop.

Kevin Burke, Managing Director of KBT, says: "Tyre dealers now know we are the people to come to for BFGoodrich product, and we've invested heavily in holding the right levels of stock to ensure consistency of supply. Plus, with our own fleet, we can deliver the tyres quickly.

"Demand has been incredibly strong in recent months. The 4x4 ranges literally sell themselves, such is their reputation in the market. Plus, we are finding that once a customer has fitted BFGoodrich, they won't have anything else on their vehicles. As a direct result, sales of the BFGoodrich Advantage and Advantage SUV tyres are starting to really ramp up too."

KBT already supplies around 40 sub-dealers across Ireland and expects this number to rise year-on-year – backed by a commitment to growing its investment in stock in line with market demand.

Martin Thompson, BFGoodrich Brand Manager, explains: "Our formal relationship with KBT is really only in its infancy, yet we've already achieved some great results together.

"The KBT team brings a wealth of knowledge and understanding to the relationship, which is precisely what we want from a wholesale partner. They have proved very quickly that they share our passion and enthusiasm for the product and we're all excited for what we can achieve together."

Established in 1995, KBT has evolved from a tyre retailer catering for the local area, to one of Ireland's largest wholesale tyre providers. In 2019 the firm relocated into a purpose-built facility located beside one of Ireland's largest road networks.

KBT has recently updated its delivery fleet, choosing to livery one of its delivery vehicles with a full BFGoodrich vehicle wrap.

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

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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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