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### **MICHELIN TPMS – BIKE WINS INNOVATION & TECHNOLOGY HONOUR AT THE TYRESAFE AWARDS**

The **MICHELIN Tyre Pressure Monitoring System (TPMS) – Bike** has been crowned the winner of the Innovation & Use of Technology Award at The TyreSafe Awards ceremony.

Designed by Global Michelin licensee Fit2Go TPMS, the product was launched onto the European market in January 2019 – introducing new levels of safety for riders, for whom tyre condition is critical.

The TyreSafe Awards throw a spotlight on businesses and individuals who have made a significant contribution to raising awareness about tyre safety issues. The system saw off some stiff competition to claim the award during a gala dinner at St George's Park – home of the National Football Centre.

Gary Broadfield, Group Managing Director of Fit2Go TPMS, says: "We are passionate about improving road safety standards across the world and are delighted the judges recognised the benefits of the product.

"If you ride a motorcycle, moped or scooter, you want to have absolute confidence in your tyres and our product gives you exactly that."

The **MICHELIN TPMS – Bike** is a 'plug & play' retrofit kit that can be fitted in just two minutes. It comes as standard with a magnetic display mount, inductive charger and two sensors, replacing the original valve caps, bringing the same direct TPMS technology already launched for passenger cars and commercial vehicles to the two-wheel market.

Designed to detect a tyre in distress through loss of pressure, fast leakage or an increase in temperature – often the sign of an impending blowout – the display provides a highly visual alert and identifies the wheel affected.

The wireless system, which does not need any programming, features a compact LCD screen which fits into a magnetic mount placed on a prominent part of the bike. The fully sealed and buttonless device can be easily removed for security when parking unattended and is small enough to fit in a pocket.

The TyreSafe judges praised the system's "innovative use of existing technology", saying it: "offered a real support to bike safety with a much-needed target area and a tested solution."

Gary Thomas, Group Director and co-founder of Fit2Go TPMS, adds: "We know the potential for this product is absolutely huge – both in the UK and around the world. It could significantly reduce the number of motorcycle accidents for which illegal, defective or under-inflated tyres are a contributory factor.

"It is a real pleasure for us that others are seeing the benefits of the product as well. We are absolutely thrilled to win this award."

The **MICHELIN TPMS – Bike** is available to purchase directly from [www.fit2gotpms.com](http://www.fit2gotpms.com), which is available in English, French and Spanish. It is also available from Amazon and Ebay.

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**Notes to editor:**

Fit2Go TPMS Ltd is a Midlands-based technology firm specialising in tyre pressure management systems for fitment by consumer motorists. The company was founded by two lifelong friends – Gary Thomas, a Director of his own transport compliance consultancy, and Gary Broadfield, a Director of Technology and serial inventor for a large Japanese electronics manufacturer. Together they brought the marriage of skills required to help solve tyre pressure management issues in the automotive sector. The company is a global licensee for Michelin. [www.fit2gotpms.com](http://www.fit2gotpms.com)

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