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K&M Tyres joins Michelin's Exelagri dealer partnership network

Suffolk-based K&M Tyres has earned Michelin's seal of approval for its agricultural tyre work, becoming the latest member of Michelin's Exelagri dealer partnership programme.

K&M Tyres is no stranger to Michelin Certified Centre (MCC) status, having gained accreditation on the truck side of its operations as part of the Michelin Truck Professional (MTP) network and continuing to hold this status more than a decade later.

Prior to qualifying for Exelagri status the dealer had to pass a stringent independent 48-point quality audit, which looks at key aspects of the business, from the cleanliness of the workshop and the standard of equipment used, to levels of staff training and the quality of advice given to its customers.

Mark Bond, Director at K&M Tyres, says: "We're thrilled to have yet again earned Michelin's stamp of approval. Having this industry-recognised standard further demonstrates to our customers, who associate Michelin with professionalism, that one of the world's biggest brands is willing to give us their backing. Customers are also safe in the knowledge that our technicians have the right expertise to ensure they get maximum performance from their agricultural tyres."

K&M Tyres has pledged to offer an extensive range of Michelin products and services, 24/7 breakdown support, quality tyre repairs, wheel alignment checks and have the ability to fit tyres both on-site and in the field. They must also offer a tyre delivery service to customers, backed up by the provision of expert technical advice and aftersales support.

Mike Lawton, Commercial Director of Michelin's agricultural tyre division, says: "It's fantastic to welcome K&M Tyres to the Exelagri dealer network. Holding a second Michelin accreditation is testament to the company's commitment to providing customers with the best possible service."

The Michelin Exelagri dealer network was created in 2004 and boasts almost 800 farm tyre specialists carefully selected by Michelin across Europe – including 47 across the UK and Republic of Ireland. As part of the programme Michelin pledges to support its members with tools and services such as City & Guilds accredited training courses.

K&M Tyres was established in 2005 and covers the whole of East Anglia for agricultural and commercial vehicle tyre advice and support. The company, operating from its site in Elmwell, Bury St Edmunds, employs six technicians certified for agricultural work and runs a fleet of six mobile service vans. A 24/7 breakdown service is on offer to farmers during peak farming periods, such as harvest.

For more information about the range of Michelin farm tyres available visit <http://agricultural.michelin.co.uk>.

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Michelin, the leading tyre company, is dedicated to sustainably improving the mobility of goods and people by manufacturing,



distributing and marketing tyres for every type of vehicle. It also offers innovative business support services, digital mobility services and publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 112,300 employees and operates 68 production plants in 17 countries. The Group also has a Technology Centre, responsible for research and development, with operations in Europe, North America and Asia.
(www.michelin.com)



<http://twitter.com/MichelinAgriUK>



<https://www.youtube.com/user/AgMichelin>

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