

Stoke-on-Trent, February 14, 2017

Kevin Burke Tyres earns Michelin agricultural tyre accreditation

Kevin Burke Tyres' (KBT) Athenry depot has been awarded Exelagri dealer status for its agricultural tyre work by Michelin, joining a select group which holds this accolade in Ireland and becoming the first to service customers along the west coast.

To join the Michelin Exelagri dealer partnership programme, the depot had to pass a stringent 48-point quality audit that assesses all aspects of the business, from the standard of equipment used to levels of staff training and the quality of advice given. With Exelagri status, farmers and contractors are safe in the knowledge that their local tyre dealer has all the expertise required to ensure they achieve the maximum performance from their agricultural tyres.

Kevin Burke, Owner of KBT, says: "Providing customers with a professional service is our primary focus. Securing Michelin's backing for our main site was an important step in demonstrating to customers that KBT conducts itself with professionalism and adheres to consistently high standards. With the support of a market leader like Michelin, our customers can benefit from our expertise and access Michelin's wealth of technical support."

As a member of the network, KBT has pledged to offer an extensive range of Michelin agricultural tyres and services, wheel alignment checks, quality tyre repairs and 24/7 breakdown support at its Athenry site. The depot has also committed to offer a tyre delivery service to customers, backed up by expert aftersales support and advice.

Martyn Pointer, Commercial Director of Michelin's agricultural tyre division, says: "KBT's dedication to quality work and first-class customer service was clearly evident in meeting our stringent Exelagri standards. We're pleased to welcome KBT's Athenry location to the network and look forward to seeing the positive impact this new status will have both on the business and its customers."

Created in 2004, the Michelin Exelagri dealer network has 48 members located throughout Ireland and the UK. As part of the programme Michelin commits to providing the dealer with tools and services such as accredited training courses.

KBT was established in 1994 and operates within a 50-mile radius of its three depots in Athenry, Galway City and Gort; employing 12 technicians and operating a fleet of mobile service vans.

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

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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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