

Stoke-on-Trent, July 6, 2018

Michelin appoints its first Exelagri dealer in Dundee

ATS Euromaster in Dundee has secured Michelin's agricultural seal of approval – earning its place as an accredited Exelagri dealer within a pan-European network of 800 carefully selected farm tyre specialists.

The Michelin Certified Centre (MCC) has been operating in Dundee since 1971 and has built a strong customer base within the surrounding farming community, offering quality services and expert advice to local farmers and contractors.

Grant Henderson, Centre Operations Manager at ATS Euromaster in Dundee, says: "We're on the doorstep to some of Scotland's major agricultural heartlands and we already support a lot of local farmers. Being right next to the A90 means our mobile teams can deliver a fast and reliable service, which is critical at busy times such as harvest.

"Previously there wasn't a Michelin Exelagri dealer in the local area, but it's something we know carries weight in the industry. Farmers like the reassurance they're dealing with a true agricultural tyre expert – and we're confident our new accreditation will help us grow too."

To obtain the Michelin Exelagri accreditation, the centre had to meet a strict set of specifications and was assessed through a 48-point quality audit carried out by an independent certification organisation, which looks at key aspects of the business, including the cleanliness of the workshop and the standard of equipment used, levels of staff training and the quality of advice given to its customers. Members must also offer an extensive range of Michelin agricultural tyres and services, including wheel alignment checks, quality tyre repairs and 24/7 breakdown support.

The Michelin Exelagri dealer network was formed in 2004 and includes 50 locations across the UK and Republic of Ireland. As part of the programme, Michelin pledges to support its members with specialist tools and added-value services such as City & Guilds accredited training courses.

The Dundee centre, based in Clepington Road, offers services for all vehicle types including cars, 4x4s, vans, trucks, industrial plant and agricultural machinery. It joins other ATS Euromaster centres in Ashford, Salisbury and Norwich as being accredited Exelagri dealers.

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 enhancing its clients' mobility, sustainably; designing and distributing the most suitable tyres, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 171 countries, has more than



114,000 employees and operates 70 production facilities in 17 countries which together produced around 190 million tyres in 2017. (www.michelin.com)



<http://twitter.com/MichelinAgriUK>



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

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