

Stoke-on-Trent, April 15, 2019

Michelin Exelagri dealer hat-trick for Soltyre

Soltyre has gained Michelin's agricultural seal of approval for its new Airdrie dealership, marking a major achievement for the tyre specialist with all three branches now members of the pan-European Michelin Exelagri network.

Soltyre's Airdrie branch opened its doors in May 2018 and follows in the footsteps of its sister site in Brechin, which passed the 48-point Michelin audit within a year of opening its doors in January 2018. Soltyre's first centre in Dumfries gained Exelagri accreditation in 2013, after opening 12 months earlier.

Alan Smith, Managing Director of Soltyre, says: "It's fantastic to have all three of our branches within the Exelagri network and its testament to the consistent hard work put in by our team across the board.

"The Airdrie depot is in a prime location in the central belt of Scotland, right next to the M8. If customers need our 24-hour call-out service, they can be reassured we will meet Michelin's high standards for response times, even during the peak harvest period."

Formed in 2004, the Michelin Exelagri dealer network includes more than 50 locations across the UK and Republic of Ireland, and more than 800 throughout Europe.

A position in the Michelin Exelagri network is achieved when a dealer can demonstrate it is amongst the best in its field, passing a rigorous quality audit which ensures they can offer the support needed to help farmers extract the maximum performance from their tyres.

The audit looks at all aspects of the dealer's operations, from staff training to the quality of advice available. Dealers must also demonstrate their expertise in everything from ballasting and tyre repairs, to axle alignment and calculating pressure recommendations.

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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