



UK & IRELAND

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## **MICHELIN TRAINING COURSE DELIVERS HUGE SALES BOOST FOR TYRE SPOT**

- Tyre wholesaler and retailer reports 272 per cent increase in sales of CrossClimate tyres
- Tyre Spot staff reap benefits of Michelin course that supports three-month promotional campaign

Tyre Spot, the North East-based tyre wholesaler and retailer, has put 30 of its staff through a bespoke Michelin training course centred on the manufacturer's sustainability principles and CrossClimate family of products, resulting in skyrocketing sales of the all season tyre.

Delivered by Michelin's technical experts at Tyre Spot's headquarters, the course focused on the innovative treadwear technologies that account for the tyre range's impressive longevity, safety and performance in all weathers.

Tyre Spot nearly doubled retail sales of CrossClimate tyres in the three-month period at the end of 2023, compared to the corresponding timeframe the previous year. Year-on-year, CrossClimate sales across its wholesale and retail operations combined also grew by a staggering 272 per cent, and 2024 has begun incredibly strong.

Johnathon Shaw, Managing Director of Tyre Spot, says: "We're thrilled with the support from Michelin. The training has collectively helped to expand my team's knowledge about the CrossClimate tyre range and the sustainability advantages Michelin tyres offer.

"It has been an absolute game-changer for us, enabling our staff to better educate end users. We now get customers ringing up and specifically asking for the CrossClimate tyre range. That's how we know it's been a big success."



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Brian Porteous, Michelin's Technical Manager for Car, Van and 4x4, says: "These are great results. Our sales and marketing teams know the value of product knowledge and how to link it to the needs of the customer. In conjunction with Tyre Spot, this has been a fantastic opportunity to discuss the CrossClimate family of tyres and reveals the impact that specific Michelin training can have on the ability of tyre dealers to communicate the product's key benefits."

Michelin supported the initiative with in-store point-of-sale materials and digital assets for Tyre Spot's online promotional campaign.

The manufacturer's CrossClimate range, including products for cars, SUV's and vans, commands roughly a 30 per cent share of the growing all season market in the UK.

Established more than 40 years ago, Tyre Spot is the largest independent tyre supplier in the North East of England, operating 11 branches across the region.

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### **About Michelin**

Michelin's ambition is to sustainably improve its customers' mobility. The leader in the mobility sector, Michelin designs, manufactures, and distributes the tyres best suited to their requirements and uses as well as services and solutions to improve transport efficacy. With its offers Michelin allows its customers to enjoy unique moments when traveling.

Michelin also develops high-technology equipment intended for multiple fields. Based in Clermont-Ferrand, Michelin is present in 175 countries, employs 132,200 people and operates 67 tyre factories that, together, produced approximately 200 million tyres in 2022. ([www.michelin.com](http://www.michelin.com))

More information on how Michelin assists transport businesses achieve its sustainability goals and run more efficiently can be found at [business.michelin.co.uk](http://business.michelin.co.uk).

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