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Huw Lewis Tyres' online overhaul goes live thanks to Michelin funding

Online tyre shoppers can one-click-fit at Wales' Huw Lewis Tyres, thanks to a new dual-language website part-funded by the Michelin Auto Professional programme's business development fund.

The revamped website showcases the Michelin Certified Centre dealership's entire tyre product range and service offering in both English and Welsh, along with a 'find my tyres' page that matches prospective customers' cars with their ideal fitments.

The dealership's founder, Huw Lewis, says: "In today's marketplace, a well-designed tyre dealership website can draw in just as much business as being positioned by a main road. As such, we made refurbishing our online offering a matter of importance, and decided to use our Michelin business development fund to support the effort.

"Michelin's investment unlocked access to another level of online expertise, and our new website far surpasses expectations as a result. Having our longstanding faith in the Michelin brand rewarded with the company's support is just one example of what being part of the Michelin Auto Professional network can offer."

Mark Meagher, Retail Programme Development Manager at Michelin, says: "Supporting our Michelin Auto Professional dealerships goes beyond audits and presenting the coveted Michelin Man signage, and we're keen that Huw Lewis' example be followed by the network's other members.

"With online sales now accounting for increased consumer spend, every dealership should follow Huw Lewis' example and look to optimise their online offerings for today's web-savvy shopper."

Operating from three locations in Aberystwyth, Lampeter and Machynlleth, Huw Lewis Tyres employs 25 members of staff and prides itself on efficient and reliable customer service. The dealership offers services including wheel balancing and alignment, together with the supply and fitting of batteries, brakes and a wide selection of other car equipment.

Huw Lewis Tyres' new website is now online at <http://www.huwlewistyres.com/en>

For further information on Michelin Certified Centres and the Michelin Auto Professional programme visit <http://www.michelincertifiedcentre.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)

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