

Stoke-on-Trent, June 23, 2016

‘Class of 2016’ assemble at Michelin’s UK headquarters for Tyre Academy launch

Promising tyre fitters from around the UK and Ireland have assembled in Stoke-on-Trent for the launch of Michelin’s 2016 Tyre Academy course, which will transform their raw talent into the skills of an expert technician.

A group of 10 fitters selected from dealerships of the Michelin Certified Centre (MCC) network were invited to the manufacturer’s UK headquarters for the first Tyre Academy module, which combined classroom and workshop-based education at Michelin’s dedicated training centre.

The module covered key technical knowledge of tyre sidewall markings and construction, the legal issues surrounding tyres, and how to provide excellent customer service – enabling the aspiring experts to expand their knowledge of all-things-Michelin.

Mark Meagher, Retail Programme Development Manager at Michelin, says: “The Michelin Auto Professional dealerships forming our MCC network are all staffed by consummate professionals, and being able to reward that dedication to top-notch service with additional training is a key pillar of the programme.

“The stringent audit each dealership must pass to become an MCC ensures that only the best tyre dealerships can display our coveted Michelin Man signage, and with the Tyre Academy course, we can help our dealerships improve their customer service skills even further.”

The Tyre Academy course continues later in 2016 with a second module, as tyre fitters drawn from the initial ‘class of 2016’ are invited to Michelin’s Dundee factory, with the chance to see how the company’s premium tyres roll off the production line.

The second module dives deeper into the technology that goes into Michelin’s safe, durable and high-performing tyres, and lets trainees further explore the logistics of the company’s production processes.

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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