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Michelin Auto Professional relaunches online advocate network Dealer Portal

Michelin has relaunches its web-based Dealer Portal, giving the tyre dealerships of Michelin's Auto Professional partnership programme easy access to their vital statistics.

The portal was created to help partner dealers work closely with Michelin and plan business growth, as it groups together key data, including the value of the dealers' partnership bonus.

The site also archives the results of the stringent audit each dealership must pass to gain and retain their Michelin Certified Centre (MCC) status year-on-year – an accolade that earns them the right to display the coveted MCC Michelin Man signage.

Mark Meagher, Retail Programme Development Manager at Michelin, says: "The relaunched Dealer Portal is an essential tool for our advocate network, allowing the dealerships and the company to communicate constantly, and work together to better serve our customers – a key pillar of the scheme from the start.

"The partnership programme has always aimed to help its dealerships improve every aspect of their service provision, from customer service to business acumen, and thanks to the portal, the proof – the high audit scores required to remain an MCC – is always available."

The portal also provides the network's dealerships with details of Michelin training courses and the ability to book online, as well as offering a chance to send promising tyre fitters on dedicated 'Tyre Academy' training courses held throughout the year.

Marketing collateral is available for download, and the site is constantly updated with Michelin's latest advertising efforts and press releases, allowing dealerships to align their approach with that of the manufacturer.

Communication with both the company and other dealerships in the network is made possible by the portal's online chat forums, while business support for all branches of Michelin's product lines – from agricultural to truck and van tyres – is also available at the click of a mouse.

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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