

Stoke-on-Trent, December 8, 2016

## **Guildford Tyre Company secures Michelin Certified Centre status**

Guildford Tyre Company is the latest independent tyre dealership to achieve Michelin Certified Centre status, passing the Michelin Auto Professional advocate programme's challenging audit at its three sites in Cranleigh, Gatwick and Guildford.

Having earned the right to display Michelin Certified Centre signage, all three sites will sport the iconic Michelin Man on their walls, "further highlighting our commitment to providing quality customer service every day of the year", says Company Director Matt Sunderland.

Sunderland adds: "We don't sell tyres – we specialise in tyres. To have that devotion rewarded with a mark of excellence is fantastic. We're especially delighted as we consider tyres our passion – as well as taking the time to explain the value for money that premium Michelin fitments offer, we also go into the finer details of the tread pattern, and why it's right for a customer's specific vehicle.

"Offering that level of detail to our customers is second-nature to our team, and as a family-run company that's been in operation almost 50 years, our repeat customer base has remained consistently strong as a result. Having Michelin Certified Centre status only further reinforces and highlights our commitment to our trade."

As a Michelin Auto Professional advocate dealership, Guildford Tyre Company will enjoy advantages including free staff training sessions, and a chance to send selected, high-performing staff on dedicated 'Tyre Academy' training courses held throughout the year.

The dealership will also be provided with bespoke business support by Michelin, in order to help Guildford Tyre Company further grow its premium tyre market share in its local area.

Mark Meagher, Retail Programme Development Manager at Michelin, says: "Guildford Tyre Company shares Michelin's passion for quality customer service – and for premium tyres. We're delighted to welcome the company to the ranks of the Michelin Certified Centre network, and look forward to working closely with the company in the years to come."

Founded in 1967, Guildford Tyre Company now operates three car and van dealerships, and a single motorcycle service depot.

Family-run, the company provides tyre fitting and mobile tyre fitting, plus MOTs and wheel alignment, and puncture and mechanical repairs, among other services.

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

### **Ends**

**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](http://www.michelin.com))

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