

Stoke-on-Trent, October 13, 2016

## Michelin Certified Centre wins NTDA Tyre Retail Centre of the Year award

Independent dealership Universal Tyres' Chelmsford site has been named the National Tyre Distributors Association (NTDA) Tyre Retail Centre of the Year, fending off competition from national tyre dealerships around the country.

The Chelmsford site impressed the judges with its modern design, well-stocked tyre storage and skilled, polite fitting team. The site also became one of Universal Tyres' eight Michelin Certified Centres earlier this year, after passing the Michelin Auto Professional advocate programme's stringent audit requirements with flying colours.

Simon Wright, Sales and Marketing Director at Universal Tyres, says: "Our Chelmsford branch is the 'new kid on the block' in the retail tyre market, but one truly deserving of recognition for the impact the team is making.

"We invested heavily in building the new site during 2015, converting an old commercial tyre shop, which has long been a regular supplier to truck fleets, into a state-of-the-art retail branch with one goal – to provide excellent service to motorists living in or visiting Chelmsford."

As a Michelin Auto Professional advocate dealership, Universal Tyres enjoys 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 also benefits from bespoke business support supplied by Michelin, in order to help the company further grow its premium tyre market share across its 16 sites.

Mark Meagher, Retail Programme Development Manager at Michelin, says: "Michelin is delighted to see Universal's Chelmsford site clinch the title of NTDA Tyre Retail Centre of the Year. Such an accolade only underscores Universal's commitment to top-notch customer service – and the NTDA trophy will be the perfect partner to sit next to Chelmsford's hard-won Michelin Certified Centre signage."

Dartford-headquartered Universal Tyres employs 178 members of staff across its 16-site network, with dealerships in Bethnal Green, Chelmsford, Colchester, Croydon, Dartford, Dunstable, Greenwich, Ipswich, Plaistow, Staines, Thurrock (two locations), Tilbury, Tottenham, Waterloo and Willesden.

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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