

Stoke-on-Trent, March 1, 2017

Michelin Auto Professional dealerships boost net results with digital training sessions

Tyre dealerships have crowned their new 'Online Champions' at two free digital training sessions hosted by Michelin, which is helping retailers boost sales and profits through internet optimisation.

Representatives of 20 Michelin Auto Professional dealerships attended one of two training events, held jointly in Stoke-on-Trent and Dublin. They mark the first of several initiatives planned this year to help the programme's tyre retailers maximise their potential online.

Covering website and search engine optimisation, digital marketing, blogs, and social media, the sessions provided practical advice to help dealerships position themselves as a 'local expert'.

Mark Meagher, Retail Programme Development Manager at Michelin, says: "We project that online activity will account for more than 20 per cent of total retail tyre sales by 2020, so it's essential dealerships build a strong online presence. We want our partnership retailers to position themselves as the tyre industry experts they are.

"The training days were designed to equip dealers with the tools and knowledge to make their website more than just a signpost. With seven in 10 UK drivers starting their automotive purchase online, it's vital they know how to get the best from the web."

Michelin also previewed its Click2Sell service – a new online offering that acts as a 'website in a box'.

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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