

Stoke-on-Trent, June 26, 2017

## **Michelin supports independent dealers with 2017 Tyre Academy launch**

A 16-strong group of promising tyre dealership staff have taken part in the first Michelin Tyre Academy programme of 2017 – a dedicated training course to help members of the Michelin Auto Professional network develop the next generation of expert technicians.

Michelin held two launch events, with seven delegates from dealerships in the north of England, Wales and Northern Ireland invited to the Michelin Training Centre in Stoke-on-Trent for the first module, and nine from dealers across the south hosted at Gatwick's Copthorne Hotel, where they met with Michelin's technical training team.

The programme's first module covered the legal issues surrounding tyres, provided key technical knowledge of tyre sidewall markings and construction, and explored techniques to improve the consumer experience at their home dealerships.

Mark Meagher, Retail Programme Development Manager at Michelin, says: "Our goal as a manufacturer is to develop tyres offering exceptional performance from the first mile to the last, but the potential of our products can only be realised if customers are given sufficient information to make an informed decision about the tyres they buy.

"We launched the Tyre Academy in 2014 to extend the support we give to members of the Michelin Auto Professional network. Feedback has been fantastic; dealers tell us it helps their rising stars to develop new skills quickly, grow in confidence and ultimately deliver the best advice and highest standards of customer care."

Only top performing independent dealerships pass the Michelin Auto Professional programme's rigorous quality audit and earn the right to display the coveted Michelin Certified Centre signage at their dealership. The Michelin Auto Professional network is made up of 49 dealer groups across the UK and Ireland, representing 200 points of sale.

A second Tyre Academy module will take place in September, with attendees drawn from the initial intake. Those selected will travel to Michelin's Dundee factory, which produces 7 million car tyres annually, to learn more about Michelin's latest product innovations and technology.

The students who took part in the Michelin Tyre Academy module held in Stoke-on-Trent comprised: Timothy Elwood of A One Tyres, Pearse Trueman of Carryduff Tyres, Sarah Dixon-Lewis of Huw Lewis Tyres, Michael Roberts of Saracens Tyre Service, Damien Leonard of Ballinasloe Tyre Centre, Neil Harrison of Crewe Tyre & Exhaust, and Andre Crosby of Birmingham Motor Tyres.

The Gatwick delegates included: Nathan Pollard of Downton Tyre & Autocare, Kelvin Turner of Universal Tyres, Colin Ridley, Michal Sikorski and Kris Miles of Guildford Tyre Company, Darren Keen



of Technique Tyres, Steven Nacci of Milestones Garage, Alan Chapman of Freeway Exhaust & Tyre Centre, and Samuel Rees of Buyrite Tyres.

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

## Ends

**Michelin**, the leading tyre company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tyres, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 111,700 employees and operates 68 production facilities in 17 countries which together produced 187 million tyres in 2016. ([www.michelin.com](http://www.michelin.com))

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