

Stoke-on-Trent, July 11, 2017

Ian Brown Tyres passes Michelin Auto Professional audit with flying colours

Independent dealership Ian Brown Tyres has passed the Michelin Auto Professional programme's rigorous audit for the sixth time in a row, becoming one of the longest-serving Michelin Certified Centres in the UK.

The North Yorkshire dealership achieved a 94 per cent pass rate in its 2017 audit, and can continue to display the coveted Michelin Certified Centre signage – which features the iconic Michelin Man – for another two years; highlighting the dealership's high standards of customer service.

A Michelin Auto Professional advocate dealership since 2005, Ian Brown Tyres has also enjoyed Michelin's support in several other areas of the business. Most recently, Michelin offered a financial contribution towards a set of Samsung tablet PCs, which have been placed on a café-style oak-topped 'entertainment bar' for customers to use while their tyres are being fitted.

The company's founder and Director, Ian Brown, says: "We're committed to providing outstanding customer service that makes us stand out from the competition, and the Michelin Auto Professional audit challenges us to raise the bar in every area – from how we handle telephone enquiries, to the cleanliness of our facilities and ensuring short waiting times.

"For customers, seeing the Michelin Man in his famous thumbs-up pose on the wall in our reception area only reinforces the fact that they're dealing with experts."

Members of the Michelin Auto Professional advocate dealership network enjoy a comprehensive range of advantages, including marketing and business advice, free staff training sessions, and a chance to send promising staff on dedicated 'Tyre Academy' training courses, with the aim of expanding industry know-how and learning advanced customer service skills.

Mark Meagher, Retail Programme Development Manager at Michelin, says: "Ian Brown Tyres' consistently high marks in the audit is testament to the team's determination to providing excellent customer service. During our long association, Michelin has rewarded this commitment with everything from interior design tips for the dealership's reception area, to marketing advice guiding the company's outbound mailshots, and we'll continue to support Ian's team in the years ahead."

Established in 1995, Ian Brown Tyres is based at a purpose-built, nine-bay facility in Malton's Derwent Road, on the York Road Industrial Park. The company employs 18 staff, and provides a full range of MOT and fast-fit services for light vehicles, as well as tyre expertise for commercial vehicles and agricultural equipment.

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

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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)

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