

Stoke-on-Trent, October 13, 2017

Ian Brown Tyres triumphs at the NTDA Awards, scooping the Retail Centre of the Year prize

Malton-based independent tyre dealership Ian Brown Tyres is celebrating after being named the best in the business – picking up the prestigious Retail Centre of the Year prize at last night's National Tyre Distributors Association (NTDA) Awards.

The North Yorkshire dealership beat off competition from 14 other retailers across the country in the toughly contested category, including flagship sites for some of the biggest national tyre dealer networks.

It caps off a hugely successful year for Ian Brown Tyres – in July it passed the Michelin Auto Professional programme's rigorous audit for the sixth time in a row, making it one of the longest-serving Michelin Certified Centres in the UK. And last month, the retailer stepped up its quest to become the go-to place for all terrain tyres after joining forces with BFGoodrich and becoming part of the manufacturer's nationwide Off-Road Centre network.

The NTDA Awards, presented by BBC sports broadcaster John Inverdale, took place at the Double Tree hotel in Milton Keynes – and company director Ian Brown admits he was dumbfounded when his name was announced.

Ecstatic Brown says: "It was the last award to be given. My heart was racing. I just couldn't believe it when my name was announced. John Inverdale started to interview me onstage. He was a fantastic guy and he knew I was nervous. He was asking me some really good questions – but it's all a bit of a blur. It's such a massive achievement."

Brown puts his triumph down to the monumental effort of his team, customer satisfaction and the profile boost that's resulted from his fruitful tie-in with Michelin.

He reveals: "It's a big team effort. As a single independent, we work really hard for our customers and give them a fantastic personal service, so we get a lot of repeat business. We're also very involved in charities and local causes.

"Being supported by Michelin makes all the difference. The audit process helps tremendously, and we work with them on different initiatives. It's a fantastic brand to have behind you and I'd always jump at the chance to work with them."

Mark Meagher, Michelin's Programme Manager for the UK and Ireland, says: "We couldn't be more delighted with Ian Brown Tyres' achievement. The dealership always delivers excellent customer service and extensive tyre expertise. This award is nothing more than Ian and his team deserve and we look forward to continuing our collaboration with them."



Ian Brown Tyres, which is based on Derwent Road, is the second Michelin Certified Centre to win this headline industry award in as many years. The 2016 title went to Universal Tyres in Chelmsford, which is also part of the Michelin Auto Professional network.

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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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