

Stoke-on-Trent, October 5, 2018

Guildford Tyre Company enjoys 35 per cent boost in Michelin sales following dealer pilot

Guildford Tyre Company has seen a 35 per cent uplift in Michelin sales after becoming the first Michelin Auto Professional dealer in the UK to take part in the manufacturer's pioneering 'Growth Concept' trial.

The scheme, which is also being rolled out in Germany and Sweden, helped attract more than 500 new retail leads via its website, identified several potential local businesses to target and developed its most successful marketing campaign with more than 120 consumer redemptions.

Local Michelin Senior Account Manager Przemek Sedziak worked at the firm's main Guildford branch for two weekends as a brand ambassador, focusing on retail consumer behaviours, the importance of an online presence, local sales potential, stock management and a structured sales approach.

The sell-out focused project is designed to help advocate dealers be more successful and combines unique promotions, a tailored dealer staff incentive and an online campaign.

Owner Matthew Sunderland says: "One of the biggest changes we have seen is how our staff engage with our customers. Taking part in the Growth Concept pilot has given us a much clearer idea of brand awareness and helping our customers get the solutions they need.

"The industry as a whole would benefit from an approach like this and shows the great work that Michelin does in investing its advanced training for its Michelin Auto Professional dealers."

Andy Aylward, Michelin's Retail Programme Manager for the UK and Ireland, who oversees a network of more than 80 accredited car and motorcycle dealers, adds: "We were delighted with the results from the pilot. Guildford Tyres gained significant value for its business and really appreciated the consultancy role we provided.

"This new offer is just another way we can support our dealer partners, helping to shape their sales processes, provide strategic digital support, enhanced training and tailored staff incentives which deliver clear results. Over the coming months we'll be taking the Growth Concept and rolling it out to more of our Michelin Certified Centres."

Guildford Tyre Company fitter Michael Gray recently became one of just 16 people chosen by Michelin to take its new Licensed Retail Tyre Technician course.

Michael was selected from tyre fitters around the country to spend two days at Michelin's world class training centre in Stoke-on-Trent, learning more about wheel security, tyre repairs, four-wheel alignment, safe working practices and tyre pressure monitoring systems.

The course, which has been accredited by City & Guilds, is believed to be one of the first of its kind in the industry. It follows calls from tyre retailers asking for an industry-wide training standard to be created for retail tyre technicians.

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 171 countries, has more than 114,000 employees and operates 70 production facilities in 17 countries which together produced around 190 million tyres in 2017. (www.michelin.com)

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