

Stoke-on-Trent, 30 May 2019

Michelin Auto Professional network welcomes new Irish dealer

Independent dealership Sean McManus Tyres has become the 21st tyre retailer to join the Michelin Auto Professional (MAP) dealer network in Ireland.

The County Louth business, which is based in Drogheda, will now display Michelin Certified Centre signage across its site – to reflect Michelin's seal of approval.

Julie McManus, Manager at Sean McManus Tyres, says: "We've been a long-standing supporter of Michelin since my father, Sean, established the company more than 50 years ago. Being invited to join the network is a huge achievement for us and we take great pride in being accepted.

"We believe in the quality of Michelin products and stand behind them as offering long-lasting performance and maximum safety. It's fantastic to be recognised for our ongoing loyalty to the brand."

As a MAP advocate dealership, Sean McManus Tyres will enjoy advantages including access to free on-site staff training and participation in Michelin's mystery shopper programme. It will also receive a full audit of its digital presence – with expert advice from the Michelin team on maximising all online opportunities.

Commenting on the latest addition to the MAP network, Michael Goode, Michelin's B2C Territory Business Manager for Ireland, praises the dealership for its dedication to the brand.

He says: "Sean McManus Tyres joins a growing group of independent dealers that we work closely with to help further grow their businesses. We invest heavily in our dealer partners to ensure they offer the very best service to their customers."

Established in the 1960s, Sean McManus Tyres is an independently owned, family-run business. It provides a full range of tyres to suit all budgets, plus offers free tyre checks, puncture repairs and a 24-hour emergency roadside service.

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)

For further press information please contact:

David Johnson, Michelin Press Office

Tel: + 44 (0) 1782 402341

Email: d.johnson@michelin.com

Dan Jones or James Keeler, Garnett Keeler PR, Inver House, 37-39 Pound Street,
Carshalton, Surrey, SM5 3PG

Tel: +44 (0)20 8647 4467 E-mail: dan.jones@garnettkeeler.com / james.keeler@garnettkeeler.com

MICHMAP/109/19