

Stoke-on-Trent, February 10, 2020

## **Guernsey, Jersey and Isle of Man dealers the latest to join expanding network of Michelin Quality Centres**

Michelin's accredited dealer network continues to grow, with new Michelin Quality Centres (MQC) – the new name for members of the Michelin Auto Professional programme – appointed in the Channel Islands and the Isle of Man.

St Martins Tyre Company, in Guernsey, Trinity Tyres, in Jersey, and Quayside Tyre & Service Centre, in Douglas, are the latest dealers to join the Michelin network.

The new additions compliment MQC locations across the United Kingdom, including Jim's Garage on the Shetland Isles, which is the most northerly Michelin accredited dealer and a long-standing member of the programme.

MQC dealers enjoy many benefits, including access to free on-site staff training, a full audit of their digital presence and participation in Michelin's mystery shopper programme. The centres can also pass on the exclusive TyreAssist offer to their customers, protecting any new Michelin or BFGoodrich tyres purchased with free 24/7 roadside assistance.

Quayside Tyre & Service Centre has gone from strength-to-strength since opening in 2010, now stocking the largest range of car and van tyres on the Isle of Man. Located in South Quay Industrial Estate, in the island's capital, Douglas, the business boasts a full vehicle service centre offering its customers a wide-ranging tyre fitting and repair service.

Glenn Harrison, Director at Quayside Tyre & Service Centre, says: "Being accredited by Michelin gives customers confidence in not only our business but the work ethic as well. People associate Michelin as a premium brand and that is how Quayside operates, professionally and taking pride in our work. Michelin produces quality products with good feedback and reviews from customers worldwide.

"And having that association with the official tyre provider for Moto GP works well for us too, with such a strong biking community on the Isle of Man."

St Martins Tyre Company and Trinity Tyres are both part of The Jacksons Group – the Channel Islands' premier car dealership. The former opened in 2012 and employs six members of staff, while the latter opened four years earlier and has a team of eight employees.

Paul Clark, Centre Manager at St Martins Tyre Company, says: "It's great to be rewarded by Michelin for the work we have carried out. The link-up gives us wider access to Michelin's full range of tyres, exactly what is required for the diverse customer base The Jacksons Group represents.

"The Michelin brand is well-respected around the world and fits the product profile of The Jacksons Group perfectly.



“The support we receive from our local Michelin Account Manager has been first class, and we’re looking forward to continuing to work closely in the future and watching the relationship grow.”

Andy Aylward, Michelin’s Retail Programme Manager for the UK and Ireland, says: “The appointment of these new dealers reinforces Michelin’s strategy to grow our UK network as far and wide as we possibly can, by identifying the very best independent dealers.

“We can now provide a quality of service befitting of Michelin from the very top of the country right down to the English Channel and even in the middle of the Irish Sea!”

## **Ends**

Michelin, the leading mobility 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 a variety of industries.

Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has more than 125,000 employees and operates 67 tyre production facilities which together produced around 190 million tyres in 2018. ([www.michelin.com](http://www.michelin.com))

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