

Stoke-on-Trent, February 23, 2021

Turriff Tyres join Michelin's growing network of approved tyre dealers

Aberdeenshire-based Turriff Tyres has been given the Michelin stamp of approval, after becoming the first new dealer of 2021 to join the Michelin Quality Centre network.

The family-owned business has a well-established reputation in the north of Scotland as a market leader for high performance tyres.

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

Julian Kinsella, owner at Turriff Tyres, says: "We've been serving the community for 41 years, since my father started the business. To now have this accreditation from Michelin is a fantastic accolade. Michelin is the best product on the market, and we want to be associated with that.

"A large proportion of our customers are huge car enthusiasts – they want their vehicles fitted with the best tyres available. For us, being accredited by Michelin just backs up the reputation we have built over the years for offering the very highest level of service. Our customers know that if they come here, they can get a quality product, fitted properly."

Lee Hulme, UK Distribution Channel & Programme Manager at Michelin explains: "Turriff Tyres was keen to be part of our programme and it's great to welcome them aboard. The addition of this well-respected dealership is part of a wider strategy to grow our network in Scotland, by identifying the very best independent dealers."

Michelin Quality Centres are carefully selected and must use equipment that is of a high standard, with facilities to match. In addition, all staff must be fully trained and offer top-quality customer service.

Turriff Tyres caters for cars, vans and SUVs but it is the work with high performance vehicles that the business is most widely known for. It is one of the only dealerships in the north of Scotland to operate a Hunter Revolution fully automated tyre fitting machine.

"Some of the vehicles we are working on are very high end, and a set of wheels and tyres on these cars can cost in excess of £10,000 per set. It's imperative we have the best tools and technology for the job," adds Kinsella.

An additional benefit of joining the network means the company can now pass on the exclusive TyreAssist offer to its customers, protecting any new Michelin or BFGoodrich tyres purchased with free 24/7 roadside assistance.



Kinsella says: "TyreAssist is an excellent bonus and something we will be encouraging all our customers to take advantage of. So many cars these days don't come with a spare tyre, so to have the reassurance of the TyreAssist breakdown cover is a very useful addition when you buy a Michelin product."

For further information on the Michelin tyre range visit <https://business.michelin.co.uk>

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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 127,000 employees and operates 69 tyre production facilities which together produced around 200 million tyres in 2019. (www.michelin.com)

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