



## PRESS RELEASE

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### **MICHELIN ADDS REDPATH TYRES TO ITS EXPANDING FAMILY OF QUALITY-APPROVED CENTRES**

Redpath Tyres is the latest Scottish tyre dealer to join the Michelin Quality Centre programme, as Michelin continues to expand its network of approved dealers north of the border.

Specialising in commercial, agricultural and earthmover tyres, the family-run business has grown substantially since it was founded in the Scottish Borders by Peter Redpath in 1974.

Today, Redpath Tyres is run by company Directors – and Peter’s sons – Graham and Neil, with Graham’s children Max and Melissa also a key part of the management team.

In total, the business now operates 12 depots spanning an area from the northernmost tip of Northumberland right up to Inverness, supplying and fitting tyres, brakes, batteries and exhausts to customers across the length and breadth of Scotland.

Max Redpath, Depot Manager at Redpath Tyres, says: “We have been selling Michelin tyres since 1980, it is a premium brand and one we are very happy to be associated with. To get this latest seal of approval from Michelin just underlines the level of service we always aim to provide for our customers.”

The company is already a member of Michelin’s Exelagri network of approved agricultural tyre dealers, and its depot in Duns – which specialises in vulcanised repairs – was one of the founding members of Michelin’s approved earthmover programme.

“Being part of the Exelagri scheme has been hugely beneficial to the business. It brings together like-minded tyre dealers in the agricultural market and has helped us to grow and expand in that sector,” adds Max. “The tools and support provided by the Michelin team has been very helpful, so we are hoping to have a similar experience now we are recognised as a Michelin Quality Centre.”

Being part of the programme will offer many advantages for the company, including access to free on-site staff training and participation in Michelin’s mystery shopper programme. A full audit of the dealer’s digital presence – with expert advice from the Michelin team on maximising all online opportunities – will also be provided.

On top of that, Redpath Tyres can now offer its customers Michelin promotions, such as the TyreAssist scheme which protects any new Michelin or BFGoodrich tyres purchased with free 24/7 roadside assistance for two years.

Martin Thompson, Michelin’s Segment Manager UK & Ireland – MQC, says: “Redpath Tyres is a well-respected and established business. They are already a valued member of our Michelin Exelagri network and we know they offer the level of service and expertise required to be part of the Michelin Quality Centre network.



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“Bringing them on board also directly supports our strategy to grow the network in Scotland, ensuring our customers can identify the very best independent dealers wherever they may be in the UK.”

For more information, visit [michelin.co.uk](https://www.michelin.co.uk).

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 123,600 employees and operates 71 tyre production facilities which together produced around 170 million tyres in 2020. ([www.michelin.com](https://www.michelin.com))

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