



## PRESS RELEASE

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### **FIFTY NOT OUT FOR NEW MICHELIN QUALITY CENTRE**

Tadworth Tyres has marked its 50<sup>th</sup> anniversary by becoming the latest business to join Michelin's approved network of tyre dealers.

The family-run firm has been welcomed into the Michelin Quality Centre programme, which highlights tyre dealers across the UK operating to the highest standards, with fully trained staff and providing top-quality customer service.

Owner Duncan Hamilton, who took over the running of the company from his father Ernie in 2008, says: "I'm delighted that we are working directly with Michelin and to now be recognised as one of their approved tyre centres.

"For most people, Michelin is one of the most recognisable brands of tyre and one that they would associate with quality. We offer our customers a premium service so we're very happy to have the backing of such a reputable brand."

Tadworth Tyres operates from a purpose-built dealership immediately adjacent to Tadworth railway station, with the mainstay of its work being the fitment of car, 4x4, van and motorcycle tyres. It also operates a mobile service within a 20-mile radius of its base in Surrey, fitting and supplying tyres for everything from ride-on mowers to heavy plant, and everything in between.

"We moved to a new location five years ago, which is much bigger, and a much better equipped centre that allows us to do more work," says Hamilton. "We now do brakes, exhausts, alignment and servicing, as well as the core tyre work.

"Our team are trained to fit the full range of tyres to all vehicle types. We are fortunate that Michelin's high performance tyre range matches well with many of the vehicles in the area. Michelin is one of the first choices in this market."

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

Additionally, Tadworth Tyres can now offer its customers a range of 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.

All useful tools as the company looks to get back to full strength following the impact of the coronavirus.

"As lockdowns ease things are going pretty well again," adds Hamilton. "We are very fortunate to have a loyal and supportive customer base. People do seem to be starting to slide back to



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normality and hopefully over the next few months things will improve further and the economy will bounce back to where it was before.”

Martin Thompson, Michelin’s Segment Manager UK & Ireland – MQC, says: “We are always looking for trusted businesses with a long and established reputation in their area to join our Michelin Quality Centre Programme. After 50 years trading, Tadworth Tyres fits the bill perfectly and joining our network is a fantastic way for them to mark this significant milestone.”

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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