



**UK & IRELAND**

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## **MILL TYRES MAKES THE GRADE FOR MICHELIN**

- Family-run Mill Tyres joins Michelin Quality Centre programme
- The dealership, in Boston, was carefully selected due to its strength of service, and high standards of premises and equipment
- Mill Tyres can now offer the exclusive Michelin TyreAssist programme to its customers, offering roadside assistance for two years

Michelin has strengthened its network of approved tyre dealers, adding Boston-based Mill Tyres to its Michelin Quality Centre programme.

The family-run business was set up by father and son John and Ed Sands more than 30 years ago and has established itself as a well-respected firm, supplying and fitting a wide variety of tyres to a loyal customer base.

"Being aligned with a quality brand like Michelin will only benefit the company," says Ed, who now runs the business on his own following his father's retirement. "We like to pride ourselves on the level of service we offer and having a company like Michelin giving us their seal of approval shows we must be doing something right."

As a Michelin Quality Centre dealership, the company will benefit from access to free on-site staff training for its team of nine technicians 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.

An additional benefit of joining the network means the company can now offer the exclusive TyreAssist programme to its customers, protecting any new Michelin or BFGoodrich car tyres purchased with free 24/7 roadside assistance for two years from the date of purchase.

"We will definitely be taking advantage of the Michelin training in the very near future and having the TyreAssist promotion is another big bonus for us," adds Ed.



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All Michelin Quality Centres are carefully selected, ensuring staff are fully qualified, offering top quality service, while equipment and facilities must also be of the highest standard.

Mill Tyres' well-presented depot boasts five fitting bays, and the company has a fleet of three mobile service vans that it uses to supply and fit tyres for cars, vans, SUVs, agricultural machinery, commercial vehicles and more.

"We do everything from earthmover tyres all the way down to lawn mowers," says Ed. "Business has been booming recently, despite the challenging economic backdrop. Over the years, we have grown from word of mouth really. People in the area know they can rely on us for a professional and friendly service."

Martin Thompson, Michelin's Segment Manager UK & Ireland – MQC, says: "Mill Tyres is exactly the kind of depot we are looking for when we select new Michelin Quality Centres. It has a strong standing in the local community and we are delighted to welcome them on board."

### About Michelin:

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](http://www.michelin.com)

More information on how Michelin assists transport businesses achieve its sustainability goals and run more efficiently can be found at [business.michelin.co.uk](http://business.michelin.co.uk).

### CONTACT:

Dan Jones or James Keeler, Garnett Keeler PR  
[dan.jones@garnettkeeler.com](mailto:dan.jones@garnettkeeler.com) / [james.keeler@garnettkeeler.com](mailto:james.keeler@garnettkeeler.com)  
+44 (0)20 8647 4467

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Media Contact: Conor Twomey – Michelin UK & Ireland Communications Director  
[conor.twomey@michelin.com](mailto:conor.twomey@michelin.com) +44 7552 831 411