



UK & IRELAND

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INVERGORDON TYRE SERVICES GIVEN MICHELIN SEAL OF APPROVAL

- The dealership is the latest to be included in the Michelin Quality Centre programme
- Invergordon Tyre Services has been in operation for the best part of three decades and has just recorded its most successful year

Michelin has strengthened its approved tyre dealer network, with Invergordon Tyre Services the latest business to join the Michelin Quality Centre programme.

The company – that was set up by Directors Richard MacLeod and Gordon Sutherland in 1993 – becomes one of the most northerly members of the scheme, further extending Michelin’s certified dealer presence within the Scottish Highlands.

“We have been selling Michelin tyres pretty much from the start,” says MacLeod. “It is a brand we are big admirers of, so to now have their endorsement as a certified dealer is something which makes us very proud.

“Invariably, when a retail customer asks for a tyre brand by name it will almost always be Michelin. We operate in a fairly remote part of the country, so drivers up here need a product that they can rely on and know will last a long time.”

Invergordon Tyre Services has just enjoyed its most successful ever year and now employs 10 members of staff, supplying and fitting tyres for everything from the smallest cars up to heavy plant and machinery.

Located 25 miles north of Inverness, the business serves a wide area spanning some of the remotest parts of the UK – and has built up a six-strong mobile fitting and breakdown fleet as a result.

“We pride ourselves on the quality of our work and the reputation we have built over the course of the last three decades,” adds MacLeod. “Our



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financial year runs to March 31, and we recorded our highest ever turnover, which in the current economic climate we were very pleased with. I suppose that shows we must be doing something right!”

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

Being an approved Michelin dealership, Invergordon Tyre Services will benefit from access to free on-site staff training for its team of 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 to help maximise 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.

Martin Thompson, Michelin’s Segment Manager UK & Ireland – MQC, says: “An important part of our strategy is to be able to provide customers across all corners of the UK with access to an approved Michelin dealership. With its long history and strong presence in the Highlands, Invergordon Tyre Services was an ideal choice to join our growing Michelin Quality Centre programme. 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 177 countries, has 124,760 employees and operates 68 tyre production facilities which together produced around 173 million tyres in 2021. (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.

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