



UK & IRELAND

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TYREPOINT JOINS MICHELIN QUALITY CENTRE NETWORK

- Family-owned business earns place within Michelin network based on exceptional service and duty of care
- Dealership to unlock access to a range of additional services from Michelin

Maidstone-based independent dealer Tyrepoint has become the latest business to join Michelin's approved network of tyre dealers.

The family-run business has been welcomed into the Michelin Quality Centre programme less than four years after being founded by father and son team Karl and Mark Webber. Together, the two Joint Managing Directors have a long history of working within the tyre industry – with Karl having established his first dealership in 1978.

Mark Webber says: "From day one, the whole Tyrepoint business has been built around delivering a first-class service to customers, and it really shows in the level of repeat business we generate. To see this recognised by Michelin, and to be invited to join the Michelin Quality Centre network, is the ultimate recognition of what we've achieved."

As word about the quality of Tyrepoint's workmanship spread, so too has the distance customers will travel to visit the dealership.

"There's rarely a day go by when we don't have a supercar pulling up – and we've found owners will routinely travel up to three hours to get to us. Thanks to a mixture of online reviews and social media, we've built a genuine reputation for taking great care of the cars we work on. And no matter what vehicle a customer arrives in, we treat everyone the same; being offered a coffee when you arrive is all part of the service!"

Members of the Michelin Quality Centre programme benefit from a range of additional benefits, including participation in the manufacturer's mystery shopper programme and expert support to help maximise all



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digital marketing opportunities. Tyrepoint will also be able to display the highly sought after 'Michelin Quality Centre' signage.

Customers will now also have access to an extended range of Michelin promotions, such as TyreAssist, which protects any new Michelin or BFGoodrich tyres purchased from Tyrepoint with free 24/7 roadside assistance for two years.

Martin Thompson, Michelin's AGB Brand Manager UK & Ireland, says: "Inviting Tyrepoint to join our network made perfect sense. They have built an incredibly strong business in a short space of time; and in the 19" sector and above, their stockholding of premium product really bucks the market. They have a lot of customers requesting Michelin product, and we're delighted to give them our seal of approval."

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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