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MAIDSTONE DEALER NAMED BEST SMALL TYRE RETAILER IN THE UK

- Family-owned independent dealer wins national award for its commitment to customer service and serving the local community.
- Business owner of four-and-a-half years “absolutely gobsmacked”.

Maidstone-based independent dealer TyrePoint Services has been named the best Small Tyre Retailer in the UK, after winning the hotly contested title at the National Tyre Distributors Association (NTDA) 2023 Awards.

The family-owned business, which is a member of the Michelin Quality Centre network and located on the Parkwood Industrial Estate, beat off competition from other single-site tyre dealerships from across the UK to win the prestigious award.

The industry accolade comes four-and-a-half years after the company was founded by father and son team Karl and Mark Webber – just months before the COVID-19 pandemic hit the tyre industry hard. The two Joint Managing Directors have a long history of working within the sector – with Karl having established his first dealership in 1978.

Winning the award was an emotional moment for Mark, who was chiefly responsible for navigating the business through the lockdowns.

Speaking after the awards, Mark says: “I’m absolutely gobsmacked. It’s been a challenging few years, but we’ve never wavered in our ambitions to provide a brilliant service to the local community and develop a special focus on high performance cars.

“This award is for the whole team at TyrePoint whose unwavering dedication and commitment has helped us to carve out such a fantastic customer base.”



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From just one employee in 2019, TyrePoint has grown to a team of 10 staff. Only a year ago the company earned a place in the Michelin Quality Centre programme based on exceptional service and duty of care.

“The whole TyrePoint business has been built around delivering a first-class service to customers and building our reputation for going above and beyond, which is one of the reasons we get lots of repeat business,” Mark says. “We’re determined to keep evolving and make further improvements to keep our loyal customers satisfied and attract new clients.”

This year marked a major milestone for the full-service tyre dealership. The opening of a new 3,500 sq ft VIP workshop now provides a more comfortable and upmarket customer service experience for supercar owners, further enhancing the company’s unique status on the UK landscape of tyre dealers – something it has promoted heavily to its growing followers on social media.

Martin Thompson, Michelin’s AGB Brand Manager UK & Ireland, comments: “Inviting TyrePoint to join our network last year made perfect sense, and seeing the team go on to win this national award confirms it was right to welcome them into our Michelin Quality Centre network. They have built an incredibly strong dealership in a very short space of time, and this has been rightfully recognised in front of the entire industry.”

TyrePoint Services stocks the major tyre brands to suit all needs and budgets, but in the 19” sector and above its impressive stockholding of premium Michelin product makes them stand apart as delivering great service for Michelin customers. The company excels in the provision of services for supercars and in-house expertise in tyre fitting, wheel alignment and puncture repairs.

The NTDA Awards were presented by TV personality and impressionist Jon Culshaw at the DoubleTree by Hilton in Milton Keynes on 19 October, in front of approximately 640 senior tyre industry representatives.

About Michelin

Michelin’s ambition is to sustainably improve its customers’ mobility. The leader in the mobility sector, Michelin designs, manufactures, and distributes the tyres best suited to their requirements and uses as well as



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services and solutions to improve transport efficacy. With its offers Michelin allows its customers to enjoy unique moments when traveling.

Michelin also develops high-technology equipment intended for multiple fields. Based in Clermont-Ferrand, Michelin is present in 175 countries, employs 132,200 people and operates 67 tyre factories that, together, produced approximately 200 million tyres in 2022. (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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