



UK & IRELAND

Stoke-on-Trent, UK, October 15, 2024

## **MICHELIN APPROVED DEALER TYRE-SMART NAMED BEST SMALL RETAILER AT NTDA AWARDS**

- Independent dealer wins national award for its comprehensive offer and outstanding customer service.
- Business owner thanks “brilliant team” at family-owned tyre fitter.

Essex-based independent dealer Tyre-Smart has been named the best Small Tyre Retailer of the Year, after winning the fiercely contested title at the National Tyre Distributors Association (NTDA) 2024 Awards.

The family-owned business, which is a member of the Michelin Quality Centre network and located on Moss Road, Witham, was triumphant against other single-site tyre dealerships from across the UK to win the prestigious trophy.

Speaking after the awards ceremony, Jamie Head, Director, says: “We love what we do, and always make sure we do it brilliantly. Being recognised after years of hard work, is especially satisfying for myself and my brilliant team.”

Set up in 2015, Tyre-Smart delivers a first-class tyre and wheel fitting service, with a team of skilled technicians that reward every customer with a smile and respect, regardless of whether they arrive in a Micra or a Maserati.

Key to Tyre-Smart’s offer is holding a high level of stock on site, with 3,000 tyres of all sizes, as is its commitment to looking after its 14-strong staff with support, development and friendship.



UK & IRELAND

Tyre-Smart recently expanded from two units with 5,400 sq ft of space to a third to take it to more than 8,000 sq ft. The expansion has allowed the business to add three more bays to complement its previous seven – taking its indoor bay count from four to five. It has also added a new revenue stream with the opening of a wheel and tyre showroom.

Martin Thompson, Michelin’s AGB Brand Manager UK & Ireland, says: “We’re extremely pleased to have welcomed Tyre-Smart, a great business that clearly goes above and beyond for its customers, into our Michelin Quality Centre accreditation programme this year. The Award win is deserved recognition of an excellent tyre-fitting business that puts people first.”

The NTDA Awards were co-hosted by international ventriloquist, comedian, and TV personality Paul Zerdin, at the DoubleTree by Hilton in Milton Keynes on 10 October, in front of 640 tyre industry professionals.

### **About Michelin**

Michelin is building a world-leading manufacturer of life-changing composites and experiences. Pioneering engineered materials for more than 130 years, Michelin is uniquely positioned to make decisive contributions to human progress and to a more sustainable world. Drawing on its deep know-how in polymer composites, Michelin is constantly innovating to manufacture high-quality tyres and components for critical applications in demanding fields as varied as mobility, construction, aeronautics, low-carbon energies, and healthcare. The care placed in its products and deep customer knowledge inspire Michelin to offer the finest experiences. This spans from providing data- and AI-based connected solutions for professional fleets to recommending outstanding restaurants and hotels curated by the MICHELIN Guide.

*MICHMQC/136/24*