



UK & IRELAND

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MICHELIN APPROVED DEALER GT TYRES (FORRES) NAMED BEST IN THE UK AND IRELAND AT NTDA AWARDS

- Independent business named best-of-the-best at prestigious annual Tyre Industry Awards.
- Transformation of the tyre retailer by Joanne and David Philip since they took over in 2021 wows judges.
- GT Tyres (Forres) is a Michelin Quality Centre and advocate of the manufacturer's all-season CrossClimate fitments for cars and vans.

Moray-based independent business GT Tyres (Forres) has triumphed against national chains to take the coveted Overall Tyre Retailer of the Year title at the Tyre Industry Awards.

The annual event, now in its 12th year, celebrates the very best the tyre sector has to offer, and is run by the National Tyre Distributors Association.

Director David Philip described the win as totally unexpected, especially as they were up against some very familiar names and large companies within the tyre sector. "This award is for the team and their hard work. They thoroughly deserve it," he says.

At a ceremony held on the 9 October at the DoubleTree by Hilton at StadiumMK hotel in Milton Keynes, GT Tyres (Forres) was recognised as the Small Tyre Retailer of the Year before being revealed as the Overall Tyre Retailer of the Year.

Martin Thompson, Michelin's AGB Brand Manager UK & Ireland, says: "We've had a long relationship with the business, and it's been wonderful to see the care and attention that David and Joanne have lavished on it.



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GT Tyres (Forres) is a strong advocate for tyre and road safety generally, and one that clearly puts its customers first. This is hugely deserved recognition.”

The remarkable double-win caps an incredible journey for the Scottish farmers who received the keys to the business in 2021, months after the last national Covid lockdown. With the support of their team, including experienced Workshop Manager George Cameron, they have transformed a long-established but tired business into a modern, dynamic one that serves the regional community, and has garnered more than 180 five-star Google customer reviews.

GT Tyres (Forres) is certified as a Michelin Quality Centre and is an advocate of the French manufacturer’s all-season CrossClimate fitments for cars and vans – especially effective for local motorists given their location in the Highlands.

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.

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