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MICHELIN TRAINING HELPS TANVIC TYRES FUTURE-PROOF ITS BUSINESS AND BOOST CUSTOMER SERVICE LEVELS

- Bespoke three-day training course delivered on-site by the Michelin Training and Information Centre (MTIC) team
- All 25 technicians receive National Tyre Distributors Association (NTDA) Category One Accreditation

Tanvic Tyres has put 25 of its technicians through a bespoke Michelin training course, in order to boost career development amongst its staff and improve the service levels it delivers to customers.

The three-day course was designed and delivered by the team at the Michelin Training and Information Centre (MTIC) on site at Tanvic Tyres' depot in Newark, near Nottingham.

Adrian Bourke, Commercial Director at Tanvic Tyres, says: "As everyone is acutely aware, there is a huge skills shortage in our industry. We believe one of the main ways to retain staff and attract new members of the team is to invest in their training and provide a pathway to career development.

"The course has been fantastic, both very informative and professional. The Michelin experts are the best in the industry and their flexibility to fit the training around our business demands was hugely appreciated."

In delivering the National Tyre Distributors Association (NTDA) Category One Accreditation, the sessions focus on best practice for a tyre technician working with HGV (heavy goods vehicles) and bus & coach tyres.

Paul Ryder, Training Instructor at MTIC, says: "We take the technicians through the whole process. The training covers everything from the construction and manufacture of the tyres, sidewall markings, health & safety, safe jacking of a vehicle, wheel security, safe fitting, minor repairs and regrooving.



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“The aim is to ensure that, by the end of the course, all the technicians have improved their knowledge and have the tools they need to do their job at the highest level possible.”

Each delegate had to pass four practical assessments as well as nine theory tests to successfully complete the course.

“As an independent business our strapline has always been ‘We don’t sell tyres, we sell service’ and this training is helping us live up to that,” adds Bourke. “We are also looking to provide as much future protection to our business as possible. Skilled staff are at a much lower risk of injury and less likely to damage vehicles than those who have received little or no formal training. We couldn’t recommend the Michelin team highly enough.”

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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