



Release date: 1 November 2021

ARDEE COACH TRIM CHOSEN TO DISTRIBUTE WHEELY-SAFE TECHNOLOGY IN IRELAND

Wheely-Safe has signed a new agreement with Ardee Coach Trim for the transport solutions business to become its official distribution partner in Ireland.

Ardee Coach Trim will supply Wheely-Safe's latest generation of intelligent tyre pressure monitoring systems (TPMS), wheel loss and wheel rim temperature sensors to OEMs and operator fleets across both the Republic of Ireland and Northern Ireland.

Eoin Lennon, Manager at Ardee Coach Trim, says: "As soon as we became aware of the Wheely-Safe products, we were very impressed with the technology and the massive benefits it can bring to users.

"We only want to be associated with the very best products and don't enter into distribution agreements like this lightly. The Wheely-Safe system fits perfectly within our business – there is huge interest in this technology and we know it will be a perfect solution for many of our customers."

Steve Jackson, Managing Director at Wheely-Safe, says: "Ardee Coach Trim is exactly the partner we were looking for to distribute our award-winning product across Ireland.

"It is a well-established, highly-respected business which has a strong network of industry contacts. We have already secured some major deals in Ireland, and we are sure this agreement with Ardee will help us to build on this success."

Family-run Ardee Coach Trim provides a comprehensive range of products, services and solutions for passenger carrying vehicles. The business was established more than 30 years ago and now employs approximately 150 members of staff, with facilities including nearly 4,000 m² of manufacturing space.

All enquiries regarding Wheely-Safe's range of products in Ireland should be directed to Stephen O'Neil at stephen@ardeecoachtrim.com or call +353 41 685 3599.

ends

Notes to editor:

Wheely-Safe Ltd is a technology start-up founded in 2010 by two lifelong friends – Gary Thomas, a Director of his own transport compliance consultancy, and Gary Broadfield, a Director of Technology and serial inventor for a large Japanese electronics manufacturer. Together they brought the marriage of skills required to help solve wheel loss issues in the automotive sector, and to tackle the huge number of vehicles driving every day on under-inflated tyres. The early years of Wheely-Safe concentrated on attaining worldwide patent protection and technology small enough to fit near the wheels of all vehicle types, from cars and vans to trucks and trailers – with its first products launched into the market during 2018. www.wheely-safe.com

For further press information please contact:

Dan Jones or James Keeler at Garnett Keeler PR on 020 8647 4467 or by email to dan.jones@garnettkeeler.com / james.keeler@garnettkeeler.com

To access Wheely-Safe's online newsroom please visit <http://www.gk.news/wheelysafe>

WS/080/21