



Release date: 30 May 2022

WHEELY-SAFE APPOINTS WOODWAY ENGINEERING AS OFFICIAL DISTRIBUTION PARTNER FOR THE EMERGENCY SERVICES SECTOR

Emergency Services lighting and equipment supplier Woodway Engineering has agreed a new distribution contract with Wheely-Safe.

The Coventry-based business will now supply Wheely-Safe's latest generation of intelligent tyre pressure monitoring systems (TPMS), wheel loss and wheel rim temperature sensors to its wide customer base across the UK and Ireland.

Chris Butcher, Managing Director at Woodway Engineering, says: "I have been aware of Wheely-Safe since the first fleets began trialling the technology, and when the opportunity arose to add this range to our portfolio we jumped at the chance.

"It's a safety critical system that fits perfectly within the emergency services market. As a brand, Wheely-Safe has already developed a strong reputation within the sector. The technology is excellent; it's easy to install and brings instant benefits in terms of safety, compliance, fuel savings and longer tyre life – it ticks every box."

Woodway Engineering will offer Wheely-Safe's products both as original equipment through tender bids and as a retrofit option for fleets across the blue light sector.

Paul Henson, Sales & Marketing Manager at Woodway Engineering, says: "There is great synergy with the product and what we are already supplying. We work with virtually every emergency services fleet in the country, and we will be offering the technology to the same converters which already fit our lights and sirens onto new vehicles prior to delivery – be it a fire appliance, ambulance or police vehicle.

“Another strength of Wheely-Safe’s systems is that they can be easily retrofitted. This allows operators to protect their fleets almost immediately, and then make it a standard feature on all future orders.”

Steve Jackson, Managing Director at Wheely-Safe says: “We’ve had great successes in the emergency services sector, and Woodway Engineering is the ideal partner to help us ensure even more fleets are protected against the risk of wheel loss, tyre under-inflation and brake or hub issues involving high temperatures. Partnering with a business that has such a long history in this market makes perfect sense.”

Established in 1961, Woodway Engineering is a successful family-run business offering warning lights and equipment, supplying everything from lightbars and sirens, to lighting masts and bespoke mast solutions. The business is the exclusive UK distributor of Whelen lights, sirens and control systems, as well as manufacturing its own Night Owl masts.

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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

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