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MANAGING DIRECTOR APPOINTED TO LEAD WHEELY-SAFE (UK) FRANCHISE

Ian Maynard has been appointed Managing Director of Wheely-Safe (UK), a new wholly owned franchise launched to manage sales and aftersales for the automotive technology firm within its home market.

It marks the first stage in ambitious new growth plans by parent company Wheely-Safe, part of GX2 Technology, to expand with franchises in key international markets. Each franchise will have access to the full suite of award-winning Wheely-Safe systems, which combine protection against wheel loss with brake/hub temperature monitoring and an intelligent tyre pressure monitoring system (TPMS).

Maynard joined Wheely-Safe in April 2022 as Business Development Manager and will now focus on leading a team delivering ambitious growth within the LCV, HGV, PSV and OTR fleet sectors nationwide for Wheely-Safe (UK). He brings more than 25 years' experience in the transport industry, including 16 years with PPG Industries.

Commenting on his appointment, he says: "I am really excited to be heading up the first Wheely-Safe franchise; I've had a fantastic first year with the company, and this new structure will allow me and my team to be 100 per cent focused on our customers."

Wheely-Safe (UK) will operate from the parent company Wheely-Safe's existing base in Burntwood, Staffordshire, but future franchises will be developed with established local distribution partners, with an initial focus on appointing partners in key markets within Australasia, Europe and North America.

Gary Broadfield, joint-founder and Group Managing Director of Wheely-Safe, says:
“We are getting regular enquiries from international fleets which want to fit our patented sensor technology, as they’ve seen the success our products have had with transport companies in the UK.

“Wheely-Safe is poised to expand rapidly in 2023, and we’re confident the franchise model is our most effective route to market on a global scale.”

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Notes to editor:

Wheely-Safe is an automotive technology business 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, and a second generation following in 2022. For more information please visit: www.wheely-safe.com

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

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