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## **COACH COMPANY HITS THE ROAD WITH ATS EUROMASTER**

ATS Euromaster has won an initial share of Bakers Dolphin Coach and Travel's tyre business after impressing with its flexible and fast mobile tyre fitting service.

Bakers Dolphin, based in Weston-super-Mare, hired out its first seat on a pony and trap in 1889, and has since grown to operate a 78-strong fleet of coaches and buses, widely recognised in the industry for the professional service it provides.

The fleet is being supported by ATS Euromaster's local centre in Taunton, with some of the first products fitted including Taurus tyres for vehicles used on bus routes, along with 'Mud + Snow'-rate Taurus Top2000D tyres for coaches taking passengers on ski-trips to the continent.

"What is impressive about ATS Euromaster is their all-round expertise and the excellent tyre availability they offer for our fleet," says Bakers Dolphin's Chief Engineer, Mark Vearncombe.

"You need to have trust in your supplier's ability to get the job done, and the speed of ATS' response means we're able to keep the fleet moving with as little disruption as possible.

"Optimising our tyre management is critical as so many passengers depend on us, and we are determined to provide the most reliable service possible," he adds.

"This makes it essential to work with suppliers which provide expert and honest advice. We have to have confidence that our tyres are in the best possible condition at all times."

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Bakers Dolphin also know they are in safe hands in the unlikely event of a roadside tyre failure, as they have instant access to ATS Euromaster's fleet of approximately 900 mobile service vans in the UK. On the continent, they can also call upon the Euromaster Group for assistance in 16 additional European countries.

Bakers Dolphin's fleet travels millions of miles each year, transporting in excess of 70,000 passengers on a mixture of domestic and international journeys. It is a member of the Guild of British Coach Operators – an association of top quality coach operators dedicated to providing customers with a first class service.

Michael Parker, ATS Euromaster Area Sales Manager, says: "Bakers Dolphin is one of the oldest and most established coach operators in the country and they know precisely what they want from a service provider. They are specialists at tyre management in their own right and they expect a supplier that is easy to do business with, and which can support them proactively and flexibly.

"It's a terrific fleet to be working for, and we are looking forward to building a long-term relationship with them."

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### **About ATS Euromaster**

Birmingham-based ATS Euromaster Ltd is part of the Euromaster Group, which operates in 17 European countries with 10,800 employees in more than 2,000 service centres. Established in Great Britain since 1961, ATS Euromaster has more than 350 centres (a mixture of retail, comprehensive and truck locations), approximately 900 mobile service vans and employs in excess of 2,600 people, providing coverage nationwide. It is the largest comprehensive tyre distributor supplying tyres for everything from cars and vans to trucks, coaches, forklifts, farm machinery and construction plant. ATS Euromaster was the first national tyre expert to be accredited by both SAFECContractor and the Contractors Health and Safety Scheme (CHAS), and also holds the Silver Award for Occupational Health & Safety from the Royal Society for the Prevention of Accidents. The company's technicians are amongst the most highly trained in the fast-fit industry, offering a comprehensive range of products and services including tyres, wheels, fleet inspections, nitrogen inflation, brakes, batteries, shock absorbers, oil, exhausts, fault diagnostics, air-conditioning servicing, scheduled maintenance servicing and MOT testing. Further information is available from [www.atseuromaster.co.uk](http://www.atseuromaster.co.uk)

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