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## **INCREASED FARMING FOCUS FOR ATS EUROMASTER**

ATS Euromaster has extended its expertise in farming, with three additional centres – in Forfar, Market Harborough and Norwich – being accredited to the high standards demanded by Michelin’s nationwide Exelagri dealer network.

The accreditations make ATS Euromaster the largest Exelagri dealer in the UK, with seven of its centres, each situated within a key agricultural heartland, having passed Michelin’s rigorous and independent 48-point quality audit.

Columba Zaal, ATS Euromaster’s Group Operations Director – Comprehensive, says: “Being part of the Exelagri dealer network gives farmers and contractors the confidence in knowing that they can count on us to have technicians expertly trained to work safely and proficiently on any kind of farm machinery.

“Fitting and servicing agricultural tyres is central to our business. Some of our centres have been regular suppliers to the same local farms for decades, and they carry tens of thousands of pounds of tractor, combine harvester, sprayer and trailer tyres in stock to suit all budgets and applications.”

Michelin’s independent auditing process has examined every aspect of the seven ATS Euromaster centres, from the cleanliness of workshops and the standard of equipment used, to levels of staff training, stock holding and the quality of advice given to customers.

Zaal adds: “We’ve worked hard at both a central and local level to meet the high standards Michelin demands from its Exelagri dealers. In the future, we hope to add further ATS centres to the programme.”

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Membership of the Exelagri network gives ATS Euromaster's seven accredited centres in Ashford, Carmarthen, Forfar, Market Harborough, Newport, Norwich and Salisbury - Michelin Certified Centre (MCC) status. This is a new accolade which has been introduced throughout Europe to recognise those tyre specialists which offer exceptionally high standards of customer service and expertise.

The Michelin Exelagri network is made up of farm tyre specialists which are committed to offering an extensive range of Michelin agricultural tyres and services, 24/7 breakdown support, quality tyre repairs, wheel alignment checks and which have the ability to fit tyres both on-site and in the field. Exelagri dealers must also offer a tyre delivery service to customers, backed up by the provision of the highest standards of technical advice and aftersales support.

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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 SAFEContractor 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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