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## **ATS EUROMASTER TO LAUNCH 'LITTLE GOLD BOOK'**

**Stand 4D10, Hall 4, Commercial Vehicle Show, NEC, Birmingham, 14 – 16 April 2015**

Tyre and vehicle maintenance specialist ATS Euromaster will celebrate its 50<sup>th</sup> anniversary at the CV Show 2015 with the launch of a guidebook for fleet managers summarising its five decades of industry expertise.

Dubbed the 'Little Gold Book', it will be packed full of essential need-to-know information to help van and truck fleet operators target improvements in cost control, uptime and productivity. The booklet will be available free of charge from ATS Euromaster's stand (4D10), along with celebratory 50<sup>th</sup> birthday cupcakes. There will also be an extra-special birthday cake on display and prizes to be won.

ATS Euromaster has increased the size of its stand by 25 per cent this year to mark its golden anniversary and is keen to celebrate with customers past, present and future.

Group Sales Director Peter Fairlie says the additional investment in the CV Show is a combination of celebrating the firm's achievements since 1965, and rising confidence in the market.

He says: "Having a major presence at the industry's biggest annual showcase makes it easy for companies to do business with us; we are always hugely encouraged by the opportunities the CV Show presents.

"It's a chance to have strategic-level conversations with our customers and to encourage them to think carefully, and sometimes differently, about how they look after their vehicles and tyres. We also value the opportunity to hear from firms we don't already work with about the challenges they are facing."

Alongside celebrating the company's achievements, ATS Euromaster will be promoting the full range of expertise it offers to commercial vehicle customers nationwide.

ATS Euromaster will also be actively promoting its role as an Industry Partner to the Freight Transport Association's Van Excellence programme.

ATS Euromaster's 'Little Gold Book' will be available to download at [www.atseuromaster.co.uk/business](http://www.atseuromaster.co.uk/business) from 14 April.

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#### **About ATS Euromaster**

Birmingham-based [ATS Euromaster Ltd](#), part of the [Euromaster Group](#), was established in 1965 and operates approximately 345 centres, more than 820 service vans and employs nearly 2,600 people, providing coverage across Great Britain. It is the country's largest comprehensive tyre distributor, supplying tyres for cars, vans, trucks, buses/coaches, materials handling equipment, agricultural machinery and construction plant. The company's expertise also extends to car and van service, maintenance and repair (SMR), including: menu-driven servicing, Class IV & Class VII MoT tests, brakes, batteries, shock absorbers, oil, exhausts, fault diagnostics and air-conditioning servicing. ATS Euromaster is accredited by both [safecontractor](#) and the [Contractors Health and Safety Scheme](#) (CHAS) and has been granted a [Royal Warrant](#) as tyre specialists to Her Majesty The Queen. It is also an official 'industry partner' to the Freight Transport Association's [Van Excellence](#) programme. For further information visit: <http://www.atseuromaster.co.uk/business>



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**Note to editor:** For press information visit ATS Euromaster's [online newsroom](#) or contact James Boley or James Keeler on 020 8647 4467, or by email to [james.boleyn@garnettkeeler.com](mailto:james.boleyn@garnettkeeler.com) / [james.keeler@garnettkeeler.com](mailto:james.keeler@garnettkeeler.com).

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