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ATS EUROMASTER HAILS NEW CROSSCLIMATE TYRES A 'GAME-CHANGER' FOR UK FLEETS

Tyre expert ATS Euromaster has welcomed the unveiling of Michelin's new CrossClimate tyre range – the first summer car tyres to be certified for winter use – and is working to secure stocks across its centres for the official May 2015 launch.

ATS Euromaster says the tyres will be ideally suited to the UK fleet sector, where unexpected weather changes and occasional snowfall can cause havoc for company car drivers – resulting in costly business interruption, reduced mobility, plus an increased risk of accidents.

The company reports that whilst take-up of cold weather tyres has been high amongst blue light, utilities and home delivery vehicle operators, a much smaller percentage of company car drivers have committed to changing tyres between seasons.

Peter Fairlie, Group Sales Director of ATS Euromaster, says: "Fitting Michelin CrossClimate tyres will become a simple step businesses can take to significantly improve mobility, safety and duty of care year-round, without any of the perceived hassles associated with fitting two different sets of tyres.

"We're confident our customers will be as excited in this new tyre technology as we are. CrossClimate tyres have the potential to be a true game-changer in the marketplace."

ATS Euromaster predicts this new generation of tyres will play a complementary role alongside existing premium brand summer and cold weather tyre ranges, giving fleets and consumers far greater choice.

Fairlie adds: “Our advice to business owners where employees frequently drive in snowy and icy conditions will be to continue to fit dedicated cold weather tyres, which are designed for optimal performance in all winter conditions. The rubber compound and tyre design in premium brand winter products ensures top quality performance on roads with snow or even black ice, however, they are not suitable for driving in hot weather.

“These businesses will be able to continue taking advantage of our ‘tyre hotels’ to conveniently store out-of-season fitments.”

For more information on the Michelin CrossClimate tyre range visit:

<http://goo.gl/u6EjZo>

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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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