

## FLEETS URGED TO RATE TYRE DEALER EXPERIENCES

(Stoke-on-Trent – May 2, 2012) – Fleet managers are being asked to encourage employees to share their experiences of tyre dealers on a new Michelin website as part of a drive to improve consumer power.

Michelin's Tyre Dealer Review website, <http://marketing.michelin.co.uk/tyre-dealer-reviews/>, allows motorists to post details of service and price, and rate their overall experience out of five stars, to help others make an informed decision about the tyre fitting service they use.

It is hoped the service will help raise standards across the industry by making tyre fitters more accountable, as well as minimising downtime for fleets.

Michelin National Fleet Sales Manager, Dave Crinson said: "These days more and more people look for reviews online before they buy a product, book a holiday or use a service. We all want to be confident that we're getting the best value or that we're dealing with professionals.

"At Michelin it's our duty to develop the best performing tyres for our customers, but we also believe we have a responsibility to the industry to ensure drivers enjoy a good experience when they have tyres fitted.

"For fleets it's particularly important because a good tyre fitting service can minimise downtime and maximise efficiency.

"If drivers share their experiences – good or bad – on the Tyre Dealer Review website, fleet managers will be able to make an informed decision about the tyre fitters they want to use to ensure their drivers are given a quality service."

The Tyre Dealer Review website is available to all motorists, buying any brand of tyres and includes a dealer search facility by name or postcode.

Crinson added: "Whether you use a fast-fit chain like ATS Euromaster or Kwik Fit, one of our Michelin Certified Centres or an independent garage we encourage all drivers to share their experiences.

"As well as giving confidence to drivers, the Tyre Dealer Review website offers well-deserved recognition for dealers who consistently provide excellent service."

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**Michelin ([www.michelin.co.uk](http://www.michelin.co.uk))**

Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tyres for every type of vehicle, including aircraft, bicycles, cars, earthmoving machines, farm equipment, trucks and motorcycles. Michelin employs 115,000 people, has sales organisations in more than 170 countries and operates 69 production sites in 18 countries throughout five continents. The Company also publishes travel guides, hotel and restaurant guides, maps and road atlases and offers electronic mobility support services on [ViaMichelin.com](http://ViaMichelin.com). Research and development is undertaken in technology centres in Asia, Europe and North America.

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