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ATS EUROMASTER EXPANDS BERKSHIRE PRESENCE WITH NEW BRACKNELL SERVICE CENTRE

ATS Euromaster has grown its service centre network with the opening of a new 5,300ft² facility in Bracknell – marking the brand’s first presence in the booming Berkshire town.

Located on the Trade City estate on Western Road, the new centre will provide car and van tyre and vehicle maintenance for consumers and fleets. It is situated just a mile from Bracknell town centre, and close to vital transport routes connecting London with the South and South West.

ATS Euromaster has invested £315,000 in developing the new centre, which incorporates three bays – including one for MoT testing. The centre is staffed by an experienced four-strong team recruited locally, comprising three technicians and a centre manager.

The new location represents a strategic expansion for ATS Euromaster in Berkshire, which already has a presence surrounding the town in Reading, Slough, Bourne End, Aldershot and Heathrow.

Peter Tye, Group Operations Director – Retail, ATS Euromaster, says: “Bracknell is an area where we foresee considerable growth. It has a rapidly growing population and is home to several major national fleets already served by ATS Euromaster, including Fujitsu and Waitrose. With this latest centre opening, it is now even easier for these fleets to access expert tyre and vehicle maintenance services.”

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In addition to a complete array of tyre care services – including nitrogen inflation and computerised wheel alignment checks – customers have access to the full range of ‘fast-fit’ services for cars and vans, including batteries, brakes, exhausts, oil top-ups, shocks, fault diagnostics and air-conditioning servicing.

Staff can also carry out scheduled maintenance servicing and MOTs for all makes and model of car and van, helping motorists and fleets to keep their vehicles in optimum condition.

Customers can take advantage of ATS Euromaster’s e-booking system to schedule appointments quickly and conveniently, and enjoy free Wi-Fi on-site whilst their vehicle is being attended to.

The new centre is based at:

Unit 1 Trade City
Western Road
Bracknell
Berkshire
RG12 1FJ

ends

About ATS Euromaster

Birmingham-based [ATS Euromaster Ltd](#), part of the [Euromaster Group](#), was established in 1965 and operates approximately 340 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

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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 on 020 8647 4467, or by email to james.boleyn@garnettkeeler.com.

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Tyres and Vehicle Maintenance