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ATS EUROMASTER ANNOUNCES COST-SAVING MESSAGE FOR COMMERCIAL VEHICLE SHOW 2013

Tyre specialist ATS Euromaster says helping fleet operators to reduce running costs will be its number one objective at the Commercial Vehicle Show 2013. Its decision to exhibit next year cements a decade long involvement with the event.

ATS Euromaster will use its 150m² stand to reinforce how it works with customers to reduce vehicle operating costs and improve tyre life, safety, uptime and fuel economy. Van service, maintenance and repair (SMR) will also take prime billing on its stand. This is to reflect the £14 million investment made over three years to expand its non-tyre offering and to highlight its ability to accommodate the largest vans in 95 per cent of all ATS Euromaster centres.

Peter Fairlie, Group Sales Director, says: "Third-quarter GDP data shows the UK is out of recession, but the economy is only inching along with minimal growth. As a result, vehicle operators need to be managing their running costs closer than ever before; almost every conversation we are having with fleets right now is about delivering savings.

Looking ahead to the Show, he adds: "ATS Euromaster service more van and truck tyres than anyone else. We want to use this experience to help additional fleets reveal the changes we can make together to secure genuine improvements in efficiency. We can help them put their hands right on the cost levers."

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Fairlie says the CV Show is the single biggest opportunity to meet with hauliers, own-account operators and lease companies from around the UK under one roof. In recent years ATS Euromaster has done a significant amount of business over the three days at the NEC – and he is confident it will do so again.

First seen in 2000, the CV Show is organised by the Institute of Road Transport Engineers, the Road Haulage Association and the Society of Motor Manufacturers and Traders. Next year's event will take place at the NEC, Birmingham, between 9 and 11 April, 2013.

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About ATS Euromaster

Birmingham-based ATS Euromaster Ltd is part of the Euromaster Group, which operates in 16 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), nearly 1,000 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

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