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## **CBVC PLANS GROWTH WITH ATS EUROMASTER**

Burton Upon Trent-based independent fleet management company CBVC Vehicle Management is eyeing further growth and has signed ATS Euromaster to support its tyre management proposition for customers. The company has already seen significant growth over the last year, and has ambitious targets for 2013.

ATS Euromaster beat off competition from rival firms to win an initial 25 per cent share of CBVC's fleet business, and is confident of continuing to grow its workload for the company based on its ability to support larger fleets with a nationwide service proposition.

CBVC Operations Director Craig Watson was brought in in 2011 with the goal of growing the company's operation further. To do this he first instituted an information technology system that puts every aspect of the business in one place, online, and he was looking to work with an equally forward-thinking service partner for tyre provision and management.

Watson says: "We've awarded ATS Euromaster a share of our fleet because of their competitive service proposition and ability to work with us on the IT side. We are forecasting growth of around 1,500 vehicles per year, so it was important to choose a partner big enough to support us as we grow.

"One of our customers is a veterinary organisation with 50 member partnerships nationally; if a vet's vehicle breaks down, it can immediately impact on their ability to deliver potentially life-saving services. ATS brings a huge benefit to this customer in particular, as we know we can rely on them to respond quickly to tyre-related breakdowns 24 hours a day, seven days a week, anywhere in the UK."

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## **CBVC plans growth with ATS Euromaster / page 2**

The new contract sees ATS Euromaster supplying and fitting tyres to a fleet comprised primarily of cars and vans.

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### **About ATS Euromaster**

Birmingham-based ATS Euromaster Ltd is part of the Euromaster Group, which operates in 17 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](http://www.atseuromaster.co.uk)

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