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COLD WEATHER TYRE SALES STILL RISING, SAYS ATS EUROMASTER

ATS Euromaster is continuing to see growth in cold weather tyre sales nearly four years after becoming the first national tyre retailer to launch a dedicated winter tyre service for UK fleets.

Demand for the specialist car, SUV and van tyres – which provide enhanced mobility and safety when the temperature drops below seven degrees Celsius – increased by 14 per cent in 2012 and is on track for further double-digit growth in 2013.

The national tyre expert says take-up of cold weather tyres could also climb sharply and the country's stock be quickly depleted if long-range weather predictions come true – after several meteorologists warned of record-breaking snowfall in November and a harsh winter ahead.

Peter Fairlie, Group Sales Director of ATS Euromaster, says rising sales highlights the growing appetite for high-grip seasonal tyres amongst UK fleets, with around two-thirds of the winter tyres sold by ATS Euromaster being fitted to light commercials.

Commenting on European sales, he explains: "In 2012 the Euromaster Group sold more than 1.8 million cold weather tyres across Europe, reinforcing the wealth of winter tyre expertise we have within our business. We use this knowledge to help UK fleets best manage their tyres, including scheduling changeovers to maximise safety and performance, whilst also minimising downtime."

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“In percentage terms, our own cold weather tyre sales are accelerating at a faster rate than nearly every other European country where Euromaster is present. The only exception is Spain, albeit Euromaster’s winter tyre sales on the Iberian Peninsula accounts for just 10 per cent of the volumes we sold in the UK last year.”

ATS Euromaster expects its total cold weather tyre sales to exceed £10million in 2013, as the number of motorists and fleets fitting winter tyres continues to grow. The company is currently stocking its shelves with tens of thousands of budget, mid-range and premium cold weather fitments to ensure its centres are ready to meet demand from fleets preparing for winter 2013/2014.

“With the UK suffering one of the coldest winters last year, road conditions were treacherous for many drivers over a prolonged period of time. The importance of keeping safe in adverse weather conditions will be at the forefront of many fleet manager’s minds as soon as the temperatures start to dip, and so too should fitting cold weather tyres,” adds Fairlie.

The benefits of cold weather tyres start as soon as the temperature drops below seven degrees Celsius, when the performance of ‘summer’ tyres deteriorates. As a result of the cold, the rubber becomes harder and less ‘elastic’. This means the tyres suffer from reduced grip and braking ability, and offer a less comfortable ride.

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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 11,271 employees in more than 2,000 service centres. Established in Great Britain since 1965, ATS Euromaster has approximately 350 centres (a mixture of retail, comprehensive and truck locations), approximately 900 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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