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EXPERT TYRE ADVICE IS FREE, SAYS ATS EUROMASTER

Stand 4D10, Hall 4 – CV Show NEC, Birmingham, 29 April – 1 May 2014

ATS Euromaster is encouraging commercial vehicle operators to seek expert advice on how they can run their fleets more profitably, by visiting the company's stand at this year's CV Show.

Simon Tattersall, Head of National Fleets at ATS Euromaster – which has exhibited at every CV Show for more than a decade – says: “Don't be afraid to ask for expert tyre advice, it is a free service. Tyres keep the country's vans and trucks rolling, but they can also take a big slice out of the budget and push up fuel consumption if they aren't managed correctly.

“We take a consultative approach with every fleet we speak to; it's essential to understand the demands a business is making of its tyres, and to structure a fitment policy and service solution accordingly.”

ATS Euromaster cites one example being a fuel tanker fleet which spends significant portions of its time on large, open fuel depots as well as on the highway. Conversely, the drivers also have to contort these articulated vehicles into tight urban forecourts multiple times each day, which makes it important to study every aspect of the operation before selecting the appropriate tyres.

“Fleets must also consider tyre inspections and servicing carefully. Get this right and not only will it protect your O-licence and bolster your duty of care, but managing the asset well will make a huge difference to your bottom line.”

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ATS Euromaster promotes regular fleet inspections as a way of identifying over- or under-inflation and wheel misalignment, each of which impacts negatively on tyre life and fuel economy. It also says experienced technicians should be able to identify opportunities for twinning, turning tyres on the rim and regrooving tyres – essential steps to ensure you extract the maximum life from every asset.

Tattersall says: “Make sure you are working with an honest service provider where the focus is on extending the life of the tyres you already have, rather than simply selling you new ones.

“Put a control mechanism in place so that tyres are fitted at the optimum time, and not before,” he adds.

ATS Euromaster has more than five decades of experience in the commercial vehicle tyre market and services more van and truck tyres than any other supplier in the UK. It uses this expertise to help customers reveal the changes which can be made together to secure genuine improvements in efficiency.

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About ATS Euromaster

Birmingham-based [ATS Euromaster Ltd](#), part of the [Euromaster Group](#), was established in 1965 and operates approximately 345 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 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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