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## **ATS EUROMASTER AND KAL TIRE MINING TIRE GROUP CREATE HEAVY-DUTY PARTNERSHIP**

ATS Euromaster has entered into a strategic partnership with earthmover tyre specialist Kal Tire Mining Tire Group.

The agreement will see ATS Euromaster working with Kal Tire to provide services to customers in the ports, mining and industrial sectors, with a heavy-duty tyre requirement, whilst Kal Tire will direct all car and van tyre enquiries to ATS Euromaster.

Peter Fairlie, ATS Euromaster's Group Sales Director, says: "The new partnership is a fantastic opportunity for ATS Euromaster and Kal Tire to call on the expertise of each company to become one stop shops fully serving the needs of our customers.

"Providing outstanding customer care is a top priority for ATS Euromaster and we are thrilled to be working with Kal Tire which shares the same standard when it comes to customer service."

Alwyn Cox, Kal Tire Mining Tire Group's UK National Sales Manager adds: "Both ATS Euromaster and Kal Tire are established names in the tyre servicing sector and we are looking forward to working and creating new opportunities together."

ATS Euromaster has a network of approximately 345 nationwide centres, providing customers with a range of tyre-related and vehicle maintenance services – 95 per cent of the company's locations can accommodate long-wheelbase high-roof vans.

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Van customers also have access to ATS Euromaster's 24/7 roadside rapid response service, meaning in the event of a tyre failure vehicles are back on the road as quickly as possible.

In the UK, Kal Tire Mining Group is based out of Derbyshire and there are six service locations placed strategically throughout England, Scotland and Wales specialising in the steel, mining, quarrying, waste management and port handling sectors.

For more than 40 years, Kal Tire Mining Group has been providing large tyre fitting services and customised solutions to customers internationally.

For more information on the services available from both companies visit [www.atseuromaster.co.uk/business](http://www.atseuromaster.co.uk/business) and [www.kaltiremining.com](http://www.kaltiremining.com).

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### **About ATS Euromaster**

Birmingham-based [ATS Euromaster Ltd](http://www.atseuromaster.co.uk), part of the [Euromaster Group](http://www.euromastergroup.co.uk), 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](http://www.safecontractor.co.uk) and the [Contractors Health and Safety Scheme](http://www.chas.co.uk) (CHAS) and has been granted a [Royal Warrant](http://www.royalwarrant.co.uk) as tyre specialists to Her Majesty The Queen. It is also an official 'industry partner' to the Freight Transport Association's [Van Excellence](http://www.vanexcellence.co.uk) programme. For further information visit: <http://www.atseuromaster.co.uk/business>

### **About Kal Tire**

Kal Tire is Canada's largest independent tire dealer and North America's largest commercial tire dealer. Kal Tire Mining Tire Group is a global leader in mining tire service and supply, operating on more than 150 mine sites in 17 countries across five continents. The company has warehouse facilities strategically located across Canada servicing more than 250 Kal Tire retail and commercial stores. As the largest truck tire retreader in Canada, Kal Tire owns and operates 10 truck tire retread facilities plus an additional four earthmover retreading facilities are located in Canada, the United Kingdom and Ghana, West Africa. The company employs more than 5,400 team members.

**Note to editor:** For press information visit ATS Euromaster's [online newsroom](http://www.atseuromaster.co.uk/newsroom) or contact Faye McBride or James Keeler on 020 8647 4467, or by email to [faye.mcbride@garnettkeeler.com](mailto:faye.mcbride@garnettkeeler.com) / [james.keeler@garnettkeeler.com](mailto:james.keeler@garnettkeeler.com).