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SPECIALIST VEHICLE EXTENDS ATS EUROMASTER'S REACH

ATS Euromaster has expanded its service offering by adding a new 7.0 tonne Iveco Daily to its fleet, which has been kitted-out to handle light earthmover and industrial tyres.

The new multi-purpose vehicle is based at ATS Euromaster's comprehensive centre in Swansea, but will service customer requests within a 50 mile radius. It features a tail-lift and a Universal Hydraulics crane-mounted tyre handler, enabling ATS Euromaster to fit and service light earthmover and industrial tyres, whilst also being suitable for deployments to regular commercial vehicle breakdowns at the roadside or on-site.

As part of the investment, ATS Euromaster technicians in Swansea have bolstered their expertise by passing the company's new Institute of Motor Industry (IMI) road crane & light earthmover tyre course, ensuring they are qualified to fit and service light earthmover and industrial tyres.

Gordon Robertson, Area Operations Manager, says: "The introduction of this new vehicle is a direct response to both the needs of our customers, and the significant potential we see within the waste and plant sectors.

"Customers are increasingly asking us to service tyres which are much larger than those we've traditionally dealt with. This vehicle increases the scope of what we can do in-house; plus for even larger earthmover, industrial and port tyres, our new [strategic partnership with Kal Tire Mining Tire Group](#) means there's no limit to the size of tyres we can supply and fit for customers."

/more

Specialist vehicle extends ATS Euromaster's reach / page 2

ATS Euromaster is 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.

Robertson adds: "There is great deal of interest in this project and I am looking forward to the success it will bring going forward."

James Gray, Manager of ATS Euromaster's Swansea centre, adds: "The new vehicle is quickly becoming a valuable asset to us. Its flexibility is unmatched – we are now able to service and fit a full range of rubber from the smallest car tyres, right up to light earthmover and industrial fitments."

The Iveco Daily's performance will be monitored closely by ATS Euromaster, with plans to introduce similar vehicles into strategic locations across the company's nationwide network of centres.

ATS Euromaster is also expanding its capabilities in the construction sector by adapting three of its 345 sites to become specialist 'Michelin Compact Line' centres. Each Michelin Compact Line centre will stock a comprehensive range of tyres for construction equipment, ranging from telescopic handlers and backhoes to skid steers.

The centres in Bellshill, Falkirk and Southampton will be the first to carry the specialist tyres, with the Michelin range selected for its excellent sidewall protection, improved puncture resistance and higher resistance to tearing, making them the ideal tyres for demanding environments such as building sites.

Technicians from the three centres have undergone advanced training to ensure they can offer expert advice on tyre choice and outstanding customer care for businesses operating in some of the toughest off-road conditions.

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Specialist vehicle extends ATS Euromaster's reach / page 3

For more information about the full range of services ATS Euromaster offers visit www.atseuromaster.co.uk/business.

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About ATS Euromaster

Birmingham-based [ATS Euromaster Ltd](http://www.atseuromaster.co.uk), part of the [Euromaster Group](http://www.euromaster.com), 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.com) and the [Contractors Health and Safety Scheme](http://www.chas.co.uk) (CHAS) and has been granted a [Royal Warrant](http://www.royalwarrant.gov.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.com) programme. For further information visit: <http://www.atseuromaster.co.uk/business>

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 / james.keeler@garnettkeeler.com.

ATS/545/14