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OUTSTANDING SERVICE SEALS THE DEAL FOR BERNARD MATTHEWS

Food retailer Bernard Matthews has renewed its tyre service contract with ATS Euromaster for the tenth consecutive year, a decision it has based on quality and not cost.

The East Anglia-based company has revealed ATS Euromaster's quality of service and the outstanding customer care that it has demonstrated during the past decade meant Transport Manager, Jeff Helmore, wasn't prepared to make the decision based solely on cost.

He says: "Ultimately you get what you pay for and ATS Euromaster is the expert in its field. We've been delighted with the service we have received from them, which made it an easy decision to sign with the company again."

As part of its agreement with ATS Euromaster, Bernard Matthews runs a 100 per cent Michelin tyre policy, fitting the Michelin X MultiWay 3D tyres on its fleet of 30 trucks and X Multi T tyres on its 60 trailers.

"Michelin tyres coupled with ATS' expertise has meant we've radically reduced our replacement tyre costs over the years. It's important to fit a premium brand of tyre, but you also need the technical back-up of a service provider such as ATS Euromaster to ensure they are kept running as long as possible and in the best condition."

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Technicians from ATS Euromaster's Norwich centre visit Bernard Matthews' site up to three times a week – undertaking fleet inspections and completing any remedial work.

As part of the inspections, Helmore is given detailed reports on the condition of his fleet's tyres which enables him to plan which vehicles need servicing, helping eliminate unnecessary downtime.

The company also has access to ATS Euromaster's 24/7 year-round roadside rapid response service, which means if any vehicle suffers a tyre issue anywhere in the country, ATS Euromaster will be on hand to get the problem solved and the vehicle back on the road.

"ATS Euromaster's roadside service has been really valuable to us – getting your vehicles back on the road quickly, regardless of where or when a tyre issue happens is something any fleet manager will tell you is a top priority and they really help us achieve this," adds Helmore.

Bernard Matthews Limited is headquartered in Norfolk and employs around 2,000 people across East Anglia. It is a totally integrated food business, allowing for full traceability of all its products, and farms around seven million turkeys a year.

For more information on the fleet services available from ATS Euromaster visit www.atseuromaster.co.uk/business.

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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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Note to editor: For press information visit ATS Euromaster's [online newsroom](#) or contact James Keeler on 020 8647 4467, or by email to james.keeler@garnettkeeler.com.

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