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## **SERVICE WITH A SMILE WINS LEASEPLAN UK CONTRACT FOR ATS EUROMASTER**

LeasePlan UK, Britain's second-largest leasing and fleet management business, has appointed ATS Euromaster to its panel of national tyre maintenance partners.

Previously, all of LeasePlan UK's nationwide tyre supply requirements and fitment duties were handled by Kwik-Fit. The new panel of three suppliers will now take over these duties, with ATS Euromaster comprising the joint largest panel member.

Under the contract, ATS Euromaster will supply and maintain tyres on LeasePlan UK's entire range of vehicles – more than 145,000 assets – sharing the duties on the car fleet and 50,000 commercial vehicles.

LeasePlan UK selected the Birmingham-based tyre and vehicle maintenance expert thanks to ATS Euromaster's focus on outstanding customer service, on which LeasePlan UK places a high degree of importance. ATS Euromaster's current Net Promotor Score is 79 - close to the maximum possible score of 100. This is in part thanks to ATS Euromaster's SMILE initiative, which ensures that customer service and engagement are at the heart of all staff activity.

Neil Dixon, Head of Procurement and Supplier Management at LeasePlan UK, says: "Our customers should expect the highest quality service, delivered in a flexible, friendly manner, so every driver gets the best possible experience when having new tyres fitted to their vehicle. ATS Euromaster's focus on safety and customer service match our own values, and we're delighted to work with a tyre maintenance partner

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which will help us deliver on our high standards. As the leader in light commercial vehicle tyres, but also with a superb record in car tyre fitting too, ATS Euromaster is the perfect partner for LeasePlan UK."

LeasePlan UK operates a diverse fleet on a mixed premium tyre fitment policy. Traditionally, this could have presented a tyre availability challenge for customers. However, ATS Euromaster's e-booking system means customers can arrange appointments at times to suit them and therefore specific tyres can be pre-ordered, ensuring that when the customer arrives at a centre, their tyres will be ready for them.

Fitment will be carried out at ATS Euromaster's 340-plus centres across the UK, providing full, convenient national coverage. ATS Euromaster will also carry out regular fleet inspections with its mobile service fleet at LeasePlan UK's depots, ensuring that any potential problems can be identified and resolved.

LeasePlan UK, a member of LeasePlan Corporation NV Group, is part of the largest vehicle management group in the world. The group operates a fleet of more than 1.42 million vehicles, and provides innovative leasing and fleet management solutions in 32 countries across five continents.

The UK division of the company has a fleet in excess of 140,000 vehicles, including more than 40,000 commercial vehicles.

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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

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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 Boley or James Keeler on 020 8647 4467, or by email to [james.boleyn@garnettkeeler.com](mailto:james.boleyn@garnettkeeler.com) / [james.keeler@garnettkeeler.com](mailto:james.keeler@garnettkeeler.com).

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