

**RUGBY'S TW TYRES ROLLS OUT RECEPTION REFURB THANKS TO MICHELIN FUNDING**

(Stoke-on-Trent – November 16, 2015) – Customers visiting TW Tyres in Rugby can have their new Michelin tyres fitted while they wait in comfort, thanks to a £40,000 reception refurbishment part-funded by the Michelin Auto Professional programme's business development fund.

TW Tyres – a Michelin Auto Professional advocate dealership and Michelin Certified Centre – completed the renovation work to the highest of standards, with Director Mike Furner ruling the resulting reception area “spacious, comfortable and completely transformed”.

“We have been a part of the Michelin Auto Professional programme since its inception – in fact, we were one of a panel of dealers consulted on the programme before it was created,” says Mike. “We work hard to renew our Michelin Certified Centre status, which demonstrates that we're committed not only to the brand, but also to providing the very best technical expertise and customer service.”

He adds: “Being able to invest our Michelin business development fund in the dealership is a great example of what being part of the Michelin network can offer.

“We believe in the product, the strength of the brand and the excellent on-road performance Michelin tyres deliver. To have that faith rewarded with the company's support – whether that's the business development fund, training initiatives or simply the great working relationship we have with Michelin – is just fantastic.”

TW Tyres' Rugby site has eight ramps and five tyre bays, where a team of 20 staff – some of whom have been with the dealership for 37 years – work hard to offer expert customer service.

Mark Meagher, Retail Programme Development Manager at Michelin, says: “The Michelin Auto Professional programme aims to support dealerships in their mission to provide excellent customer service, and TW Tyres is an ideal example of this mission in action.

“By investing the business development fund in refurbishing its reception, TW Tyres has improved the customer experience – one of the key goals of the programme.”

TW Tyres' Mike intends to continue the family-run dealership's association with Michelin – and its pursuit of Michelin Certified Centre status – year on year. He adds: “Michelin tyres are the number-one premium brand we sell by volume, and we're confident this trend will only continue as the company continues to innovate.

“We've had a lot of interest in Michelin's new CrossClimate tyres – the first summer tyre with winter capabilities. Everyone who's fitted them so far has said they're fantastic, and we're eager to see their abilities put to the test as the weather turns.”



For further information on Michelin Certified Centres and the Michelin Auto Professional programme visit <http://www.michelincertifiedcentre.co.uk/>

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**Michelin**, the leading tyre company, is dedicated to sustainably improving the mobility of goods and people by manufacturing, distributing and marketing tyres for every type of vehicle. It also offers innovative business support services, digital mobility services and publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 112,300 employees and operates 68 production plants in 17 countries. The Group also has a Technology Centre, responsible for research and development, with operations in Europe, North America and Asia. ([www.michelin.com](http://www.michelin.com))

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