

## Diverse range of companies enhance NTDA membership

Once again, the NTDA has had a very busy month of member recruitment.

The first new member is independent, family run, and multi award winning tyre retailer, **Westgate Tyres** in Morecambe, Lancashire. Westgate describes itself as a local tyre supply and fitting centre serving Morecambe and the surrounding area, offering personal service and local knowledge along with an excellent range of tyre brands to suit all pockets and vehicles.

In 2017, Westgate Tyres won the TyreSafe Independent Garage of the Year Award, Workshop Magazine Fast Fit Centre of the Year Award, (and was highly commended as Tyre Retailer of the Year), and Foxy Lady of the Year Award. It has an outstanding reputation for excellent service in the Morecambe area and has already been nominated for a number of further awards in 2018.



Westgate's Marketing Director Sophie Bailey said; *"We are delighted to have joined the NTDA. We are a female friendly, family run business which supports our local community and having a governing body like the NTDA backing us feels great!"*



**Giti Tire (UK)** was incorporated in 2009 as a subsidiary of the Giti Corporation with its head office being based in Cheshire. Giti Corp HQ is based in Singapore and serves markets in over 150 countries worldwide. It operates five R&D facilities around the world including two in Europe being MIRA in Warwickshire and Hanover in Germany.

Giti Tire (UK) operates with three distribution facilities based in England, Scotland & Northern Ireland. The company brands marketed in the UK include Giti Truck and passenger car tyres in the brands of GT Radial & Runway via its distribution partner NTDA full member Micheldever.

Tony McHugh Sales & Marketing Director Truck & Bus said: *"Being a Supplier Member of the NTDA will only benefit Giti Tire going forward in keeping it updated with the latest legislation and via its technical bulletins. Also, the good work the NTDA does in bringing the dealers and manufacturers together, as one, is vital in order to aid all parties concerned in raising industry standards."*



Liverpool based **Tyrenet (UK) Ltd** was established in the UK in 2004 to provide fleets with a tyre maintenance and breakdown solution, with on-site service provided by a network of independent tyre specialists. Its tyre specialist network of over 1,000 locations around the UK provides in-store and on-site mobile tyre fitting services for trucks, vans, cars, plant & agricultural and earthmover tyres.

Commenting on Tyrenet's membership of the Association its Director Aaron Mikoleizik said: *"We see the NTDA leading the tyre industry into the future. Tyrenet UK Ltd is on a mission to proactively address the needs of the haulage industry and its tyre requirements. Tyrenet joining the NTDA helps keep our finger on the pulse of the industry."*

## silkmoth

**Silkmoth Ltd** has been active in tyre e-commerce since building the original Tyre Shopper website for National Tyres in 2006. Since then the company has increased its presence in the UK tyre market by delivering several tyre B2B and B2C e-commerce projects, including the hugely successful TyreClick network in partnership with NTDA full member Micheldever Tyre Services.

In addition, through its SellMoreTyres.com brand, Silkmoth provides affordable full-featured tyre e-commerce websites to independent dealers throughout the country. Many Silkmoth customers are members of the NTDA and according to Martin Riley Sales and Marketing Manager at Silkmoth the company believes that by joining as a Supplier Member of the Association it will be better able to support other NTDA members make the most of the online sales channel growth.



International freight forwarding and logistics company **DG International Ltd**, which will be the headline sponsor of the 2018 NTDA Tyre Industry Conference on October 4th, has also joined the NTDA as a Supplier Member.

When asked about the desire of DG International to engage further with the NTDA Ryan Lucas, Managing Director had this to say: *"We have enjoyed great success in the 9 years we have been trading and attribute a great part of this success to the truly mutually beneficial partnerships we create with those around us. We have in the past had agreements with LOFA (The Leisure and Outdoor Furniture Association) as well as other vertical market associations including those in Fashion and Retail and in each case our partnership with these associations has led to sizeable benefits for members as well as ourselves. Not only do members benefit from advantageous 'basket rate' shipping prices, but our shared knowledge of a specific vertical can help to improve the efficiency of supply chains for all those within it.*

*Most recently we undertook a 'health check' of a major tyre wholesaler in the UK, (who shall remain nameless), who had shipping rates that on the surface seemed extremely competitive and it was these rates that were regularly benchmarked by the Asian HQ. However, further investigation into their supply chain revealed there were many opportunities being missed to save tens of thousands of pounds annually, (if not hundreds of thousands), in charges that were being unnecessarily incurred in rent, demurrage and haulage costs and we were able to suggest a number of improvements in the way containers were managed from Factory to Door. There may be similar opportunities with other members of the NTDA. We'd very much welcome the opportunity to take a look at supply chains of our fellow NTDA members (either ourselves or via an independent logistics consultancy free of charge) and demonstrate just where, and how, savings could be made and efficiencies implemented."*

Stefan Hay NTDA Chief Executive said: *"The last month has been phenomenal and we have been, once again, inundated with membership enquiries from all types of companies whether it be small independent tyre retailers, international tyre manufacturers or companies offering services and products to our trade – the Association now caters for them all and I am delighted to welcome our latest intake and, as always, we look forward to working for, and with, them in the future."*

## Yokohama offers great hospitality to South East & Central South Region

On the 21st February, members of the NTDA's South East and Central South Region enjoyed an excellent day at Stadium MK, home of MK Dons, courtesy of NTDA Supplier Member Yokohama, which is an official partner to the club. After a lively regional meeting, attended by retail, wholesale, manufacturing and other supplier members, during which attendees discussed a wide range of topics affecting the tyre industry including the NTDA Tyre Technician Professional Development Scheme, the TRA – kNOw Tyre Waste Campaign, Highways England's Guidance on Smart Motorways and Regulation 2018 | 162 concerning Chinese Truck Tyres (*anti-dumping & anti-subsidy*), some of the members were treated to a tour of the stadium by Izale McLeod who is a former professional footballer and MK Dons all-time top goal scorer. Izale now works for MK Dons in business development.



The tour was also organised by Yokohama and the NTDA would like to thank Yokohama for its ongoing generosity in supporting the work of the Association at both regional and national level.