

D&G recruit Dunlop Tyres as their house brand

D&G Autocare, one of the country's premier independent garage groups, has announced an exclusive deal with an historic name in tyres – Dunlop.

The first Dunlop tyre dates from 1880 when it was invented by pneumatic tyre pioneer, John Boyd Dunlop in Belfast. The global brand, which is known for its high quality and reliability, is managed by different companies around the world.

Each D&G garage, which stretch from the Central Belt, Tayside, Fife and Edinburgh, to the West of Scotland and Carlisle, now stocks Dunlop tyres as a D&G house brand, and customers will have a greater choice.

Dunlop joins the firm's two other house tyre brands, Runway & Sumitomo, which have been house brands for eight and five years respectively.

D&G Operations Director, Pete Wood said: "We think our loyal customer base will be very pleased to see Dunlop Tyres, a brand with 120 years of experience in providing safe and durable tyres, joining our stable of recommended products.

"A great deal of careful research goes into selecting a new tyre manufacturer as an in-house brand here at D&G, as what we fit for our customers is very important to us. We pride ourselves on both the quality of products, and the quality of

service and advice that they receive from our mechanics – it's what sets us apart from the competition.

"Dunlop are at the very forefront of innovation in tyre technology, with such advances as Noise Shield Technology for quieter running, Dual Silica Compound Tyres which guarantees low wear & tear, along with improving acceleration, and Run on Flat Tyres which enable motorists to drive up to fifty miles on a flat.

"We'd like to thank D&G Autocare's supply chain staff for brokering this deal to bring Dunlop to D&G Autocare. Along with Runway & Sumitomo, we are able to provide our customers with a very wide range of tyres at affordable prices, whether it's budget or performance they are looking for."

Best deals

Scott Griffin, Area Sales Manager for MichelDever Tyre Services said: "We are very pleased to have facilitated a deal which introduces Dunlop as the key premium tyre offering across all eighteen of D&G Autocare's sites. As Central Scotland's No.1 Autocare Specialists, their aim is to provide their customers with the best deals on tyres, along with the very best service.

"This ethos fits perfectly with Dunlop as a trusted brand, dating back to over 130 years ago, when John Boyd Dunlop, the famous Scottish Inventor, invented a tyre while watching his grandson ride a bicycle on wooden wheels. Since then, Dunlop tyres have twisted, turned, and stopped on roads all over the world. With that pedigree and experience in producing high performance tyres, including a brand new Winter and All Season range, Dunlop will go from strength to strength in the hands of D&G's Autocare Specialists."

D&G has garages in Edinburgh, South Gyle, Livingston, Musselburgh and Whitburn, as well as thirteen other branches

in Scotland and England.

www.dandgautocare.co.uk

