

THE NEXT GENERATION OF TYRE MANAGEMENT

Kwik Fit is delighted to yet again be named as the Fleet News readers' recommended choice for tyres.

With many of our customers among the readership, an accolade based on their direct experience is especially rewarding.

2023 has been an extremely successful year for Kwik Fit fleet as we have extended our relationships with a number of large fleet operators. We are very proud of each and every agreement as they are a testament to strong, long-term partnerships with our customers. The icing on the cake was being crowned Fleet Supplier of the Year at the 2023 Fleet News Awards, a significant moment for the whole business.

Kwik Fit has a proud history of being entrusted with our customers' tyre requirements and we continually enhance our offering to ensure we retain that trust in a changing market.

Whilst supply chain constraints across the global automotive sector have begun to ease, the industry remains in flux as mass-EV adoption within fleets continues, alongside strong residual numbers of ICE vehicles still present across our customer base.

Our purpose remains to keep our customers safe on the road and provide peace of mind motoring, whatever their mix of fleet. This is realised through a number of industry leading solutions that we use to support customers.

Tyre complexity - better news on the horizon

Across the last two years, tyre complexity and specifically homologation of tyres for EVs has been a challenge for distributors, fitters and customers alike. Whilst there is a significant number of premium and prestige EVs that still require a specific marked tyre, this group is a decreasing proportion of the EV parc.



The situation is also helped by most premium tyre manufacturers now producing an **EV ready** version of their aftermarket range. This is something we welcome as greater choice is good news for fleets, drivers and the wider market.

Kwik Fit is uniquely placed, with the support of the wider ETEL group, to have the right tyre in the right place at the right time.

EV tyre wear - supporting customer decision making

Kwik Fit boasts over 100,000 BEVs across its customer base. We have fitted in excess of 70,000 tyres to BEVs since 2018 and the number is growing daily.



This experience is enabling us to gather lots of data on EV vs ICE tyre wear. We have been sharing this with our customers to help support them with key decisions such as planning for tyre wear within maintenance budgets. Online, on-demand, on the phone

One of the many things that is unique about Kwik Fit's offer to fleets is that we are truly channel agnostic. Customers can visit us without an appointment, can call through to our contact centre team for support 24/7/365 and can now

make a booking at centre or mobile via our brand-new fleet web booking platform.

We continue to be there for our customers, when they need us, where they need us, without hassle.



KwikFit
Drive away happy every time