



### Tyre manufacture Pirelli launches PPC concept

Premium tyre manufacturer Pirelli has launched its own exclusive retail development and training centre, adjacent to its UK headquarters in Burton.

The unit focuses on the retail side of Pirelli and will become a benchmark for the company's growing Pirelli Performance Club (PPC) network. Established in 1998, the PPC concept was the first performance club in the UK developed to provide a network of tyre dealers with high technical levels and commitment to service, allowing Pirelli to direct drivers of High Performance cars with confidence. There are now 111 PPC's across the UK, however this development will be the first of its kind to be exclusively owned by Pirelli.

As you would expect from this premium tyre manufacturer the new facility uses the highest level of equipment including Hunter Pro Align's new Quick Align and Tread systems, allowing the staff to check the status of the vehicle within minutes of arrival.

In line with the top quality aesthetic Pirelli wanted to create, 117m<sup>2</sup> of Ecotile E500/7 tiles were installed in two areas over the polished concrete floor. The black tiles and yellow ramps emphasise the Pirelli brand and also serve as a safety feature by clearly marking out the work space.

"We like the fact that the interlocking system is future-proof should we wish to extend the floor or change the layout. It also makes maintenance easy as we will be able to replace damaged tiles ourselves should we need to and if we drop tools Ecotile cushions the fall effectively".

*Nigel Winfield – Manager, Pirelli.*

MP for Burton Andrew Griffiths officially opened the facility, which as well as adding to the regeneration of the Albion Gateway, the development underlines the company's commitment to Burton in maintaining its traditional home in the town.

"I'm delighted that Andrew could be here today to open our new facility, which is a really exciting project for our business. We've been based in Burton for nearly 90 years and it's great to be able to expand our presence in the town."

*Dominic Sandivasci – UK Managing Director, Pirelli.*

"This latest facility from Pirelli in Burton is really impressive. It's fantastic that Pirelli maintains such a strong connection with the town and continues to invest in the area and put it on the map."

*Andrew Griffiths – MP.*

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