

AA TYRES BECOME THE LATEST MEMBER OF TYRESAFE

Monday 5 October, 2015

AA Tyres, the new mobile tyre fitting business of the Automobile Association, has joined TyreSafe's growing membership.

AA Tyres is part of Britain's largest breakdown recovery service, representing more than 40% of the UK's consumer roadside assistance market.

"TyreSafe is delighted to welcome the AA and its mobile tyre fitting business, AA Tyres, to its membership," said Stuart Jackson, chairman, TyreSafe. "Breakdown recovery services deal with the majority of tyre-related incidents on our roads, which are more often than not caused by a lack of proper maintenance and checks by the driver. With the support of the AA, TyreSafe will be able to reach a broader audience with tyre safety education."

The AA has been operating for 110 years and it deals with 10,000 breakdowns every day - which is one every nine seconds, or 3.5 million a year - 15% of which are related to tyres. Earlier this year it launched AA Tyres to provide a mobile tyre fitting service for both members and non-members, allowing tyres to be repaired or fitted at their convenience – for example at home or at work.

The AA has around 14 million members, over 2,600 franchised driving instructors and more than 2.2 million insurance policies in force. It is considered one of the most trusted brands in the UK and the partnership with TyreSafe will help to further cement its dedication to providing its customers with an outstanding level of service.

David Bruce, director of AA Tyres commented: "Membership of TyreSafe underlines our own commitment and advice to members about tyre care and staying safe on Britain's roads.

"Tyre problems account for the second most frequent reason for members to call the AA. With around half of all new cars no longer carrying a spare, routine checking of tyre pressure and condition is more important than ever."

As members of TyreSafe, the AA and its members will have access to all of TyreSafe's resources and can be involved in its various public road safety campaigns.

ENDS

Note to editors

TyreSafe stages Tyre Safety Month every October. Details of this year's campaign can be found by following [this link](#) or clicking on the banner below.

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