

MODERN MATTERS



Smashing Time at Tennis Legends...

Former Wimbledon Champions John McEnroe and Pat Cash plus French genius Henri Leconte were amongst the star players at the Tennis Legends International tournament held at the Odyssey Arena in February. Courtesy of Pirelli we had secured a private box for staff with partners to enjoy all the action on one of the nights. Everyone who attended had a smashing time.

Sales Promotions...

Two exciting new sales promotions are in the process of being launched.



10% Off all products and services for AXA Insurance Customers

At time of going to press we were just waiting for AXA insurance to launch a brand new website for their customers in Northern Ireland. AXA who are one of the largest insurance companies in Ireland have over 100,000 customers in the province have asked us to become involved in offering their customers a discount through all our outlets.

You Can Win On Kumho Too

This new promotion should be in place for the 1st of April and will focus on our sponsorship of Eugene Donnelly and his winning ways on Kumho Tyres. It will involve point of sale material for all the depots in the format of a cardboard cut outs of Eugene. For purchases of two or more Kumho Tyres customers can enter into a free monthly draw to win various Kumho merchandise, as well as the merchandise each month one lucky winner will be issued with a gold ticket for entry into a final draw at the end of August to be in with a chance of winning a VIP day trip testing with Eugene Donnelly in preparation for Rally Ireland.



Appointments...



NAME: Ryan Osborne
POSITION:
Depot Manager, Larne

DETAILS: Ryan is 24 and lives in Newtownabbey he joined us at the end of last year having previously worked for Magowan Tyres as an implant in BMW for Bavarian for two years.

Previously he had worked as an assistant Manager for ATS on the Castlereagh Road.

His hobbies include amateur boxing which he trains for every night of the week. He is a member of the East Side boxing club in Belfast.



NAME: Steven George
POSITION:
Depot Manager, Strabane

DETAILS: Steven's career with Modern Tyre Service started out with Wheels direct almost two years ago where his role was sales rep. He then moved on to the Omagh depot where under the guidance of Shane

he has gained a lot of experience on all aspects of the business. His hard work and determination has paid off as he has recently been appointed depot manager for Strabane.

Other appointments...

- Raymond Smyth - Fitter, Carnbane depot
- Sean Magee - Fitter, Banbridge depot
- Alistair Cahoon - Relief Manager, Mid Ulster
- Gary Moore - Fitter, Omagh depot
- Glenn Moore - Trainee fitter, Ards depot
- Pawel Szweluge - Fitter, Ards depot
- Keith Gaw, Roddy Patterson & Neil Forsythe - Fitters, Noel Reaney Tyres
- Andrew McKinley - Fitter, Lurgan depot
- Eoin McGrady, James Meek - Fitters, Duncrue Street depot
- Patrick Teer - Fitter, Antrim depot
- Emmet Gallagher - Fitter, Derry depot



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AN IN-HOUSE PUBLICATION FOR THE MODERN TYRE GROUP

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News & Events...

Welcome

They say time flies by when you are enjoying yourself! Well here we are at the end of February with the latest issue of Modern Matters.

Like last year there are going to be a lot of events throughout the year to report on in Modern Matters, plus I hope you can keep me updated with any news or events you have taking place in your depots.

The main focus in this issue is the annual conference which was held at the Everglades Hotel in L'Derry, also featured is the Modern Tyre Service football championship held at Omagh leisure centre; a motorsport update and pictures from the Wheels Direct Open night.

Congratulations go out to Mickey Hoy on the birth of his baby boy.

Stephen Shaw
Group Sales and Marketing Manager
stephen@moderntyres.com

Murder Mystery at the Company Conference...

The Everglades hotel in L'derry hosted the annual conference back in January. As usual Shane Byrne had put together an action packed agenda for the weekend. As well as there being a serious side to the weekend in looking into the figures for the past year. There was also an opportunity for depot managers to express their opinions and pick up some knowledge through the workshops which were based on Cameo, Operational costs, administrative procedures and sales and marketing initiatives.

The other main point of having a conference is the presentation of the Modern Cup which went to Dungannon for the third year in a row, what an achievement will he be able to repeat it in 2007 as the race heats up with several depots capable of challenging for the top spot. Gary McCann collected

the runners up spot for Antrim with Mickey Hoy in QER taking third. Other award included best cash sales which went to Ards, most improved depot went to Ballyclare for the second year in a row with Gerry Mullin picking up the wheel alignment award.

Highlight of the conference had to be the Murder Mystery event at Prehen House, this was kept a close guarded secret and came as a total surprise when it was announced by Shane. There was twist in there as well, we all had to wear costume as you can see from the pictures. During the evening as well as having the Murder Mystery played out by amateur actors in front of us we were also treated to some wine tasting. The evening was a new experience for most of us but was made all the more enjoyable by our own budding actors William Doherty and Colin Mathews!



News&Events...

Football fever...

2006 may well have seen some fine football during the World Cup but that was nothing in comparison to the skills seen during the Modern Tyre Service football league which ran from October to December.

A series of home and away matches were played between Newry, Belfast, Newtownards, Ballyclare and Enniskillen. The league was very fiercely contested and was a topic of great debate throughout the depots. In the end it was Belfast under the guidance of Colin Stan the man Mathews that took top spot.

The cup final was held back in December in Omagh leisure centre and haven won the league. Belfast were the firm favourites to do the double, however they arrived in Omagh looking the worse for wear from their Christmas party the night before. Newry had put together a strong team and were up against Ards in the first knock out match. At the end of full time it was 3 goals a piece

and the match went to penalties with Ards just having the edge by one goal to take the match victory.

Enniskillen were paired against Belfast where they nearly managed to beat the favourites getting beaten by 6-5, a late goal in the last few minutes giving Belfast a place in the final with Ards.

Newry played Enniskillen for third place but there was no real competition as Newry cruised to a fabulous victory of 14-2.

The final was a close game with both teams having the upper edge during the match but it was Belfast who had the edge to win 6-5 and lift the Kumho Cup.



Modern Tyre Service Sponsor Ballyclare Colts...

Modern Tyre Service are pleased to announce their sponsorship of the under 12 Ballyclare Colts football team. The Ballyclare Colts were formed 3 years ago and have 50 members across three teams.

The under 12's are managed by Tom Todd are top of the league this year and won the league last year. They have also won the East Antrim Youth Shield for the second year in a row. Last year they also reached the quarter finals of the Northern Ireland Boys Championship and are going well in the same championship this year.

Hopefully with the sponsorship from Modern Tyre Service the team will continue in its winning ways.

LEFT: Andrew Frizzell depot manager modern tyre service ballyclare hands over a sponsorship cheque to Andy Apsley, ballyclare colts club secretary with Lee Apsley showing off the new strip.



MAK Fever 5R: the "creative" wheel by MAK

MAK launch new Fever 5R, the creative wheel by MAK, it is available in three different colours – Satin (a new bright finishing just released by MAK), Mat Black and Black Mirror – which can satisfy many tuning desires and exigencies coming from end users.

Apart from the possibility to choose among these various finishings, customers have in fact another option (an exclusive feature of MAK Fever 5R): it is possible to purchase a "5R Colorize Kit" that allows the end users to personalize the wheel. The kit is composed of little alloy plates (available in different colours) that the customers can put on the wheel, in order to personalize the wheel and the cars style.

The MAK Fever 5R has a classical 5 spoke wheel design: sober, well-balanced, regular and with a soft style. One of the 5 spokes that constitute the central design of this wheel has a sort of "griffe" on it: in fact the name of the wheel is engraved on the spoke. The detail, that is also used as the seat of the 5R Colorize Kit coloured plate. The MAK Fever 5R, is available in 4 and 5-hole applications, it also has a very large size range which includes 15", 16", 17" and 18". making it suitable for a wider range of cars.



Wheels Direct hold open night...

Wheels Direct held an information night on Tuesday 13 February at their warehouse in Omagh. All managers and staff with an interest in selling alloy wheels through their depots were invited to attend. On the night Michael made a presentation covering various aspects of the market including a practical demonstration. The evening was very well attended by managers and fitting staff and it is hoped to carry out other evenings later in the year geared towards helping staff acquire more knowledge about changes and developments in this specialist market.

Modern Times for Donnelly as he unveils new car for 2007 Championship...



During the Autosport International Show in Birmingham back in January, we announced an extension of our sponsorship deal with current Irish Tarmac Rally Champion Eugene Donnelly. We timed this announcement with the press launch of his new car on the Kumho stand, this was one of the biggest launches held during the show and attracted journalists from all over the country. Eugene Donnelly from Maghera is one of the top rally drivers in Ireland and is the first driver in Ireland to have won all 3 major Rally Championships. He is a great ambassador for motorsport in Ireland and we are very pleased to extend our sponsorship to him for another year which will help us raise the brand awareness of Modern Tyre Service and build brand preference through Kumho tyres. Eugene will be contesting the 2007 Irish Tarmac Championship in a brand new, latest specification Subaru Impreza S12. This sponsorship deal demonstrates our dedication to the motorsport arena in Ireland. Rallying is a sport which continues to deliver massive media coverage which has significant appeal to our customers throughout Ireland.

So Near - Yet So Far...

The 2007 Galway International Rally will be remembered as an all time classic in Irish rallying. It will be remembered for the two time World Rally Champion Marcus Gronholm winning appearance in the full factory Ford Focus WRC, but equally for the sensational drive by three times Irish Tarmac Champions Eugene Donnelly in his new Prodrive built Subaru Impreza S12. After several successful years in the Toyota Corolla WRC, with backing from Kumho and Modern Tyre service, Eugene has moved into a Prodrive built S12 Subaru

with continued backing from Kumho and Modern Tyres. On the first special stage Eugene was surprised to find himself just six seconds shy of the two times World Champion and thirteen seconds ahead of the next challenger Gareth MacHale Eugene carried a five second advantage over Marcus going into the overnight halt. On day two the atmosphere was electric as the crowds appeared in their tens of thousands to cheer on the drivers. Eugene and Marcus exchanged fastest stage times on the final 6 stages with neither prepared to yield until the



penultimate stage when a gearbox problem caused Eugene to make an error which forced his car of the road causing minor damage, however his rally was over. Marcus went on to win, however we will have to wait onto Rally Ireland later in the year to see if Eugene can match his pace in Galway against the might of the best in world.