Bush Tyres Flagship Centre

Following the successful launch of its Bourne retail facility in April, family-owned tyre retail group BA Bush & Son and its wholesale arm B.A.B. Distribution - a member of Grouptyre, has invested in a new, purpose-built retail centre in Spalding, south Lincolnshire.

Opening on September 21, the fifteenth Bush Tyres retail outlet is conveniently located off the Peterborough to Boston road and is just a minute from Spalding town centre. Most importantly , the prime site is opposite the Springfields Shopping Outlet and Festival Gardens, which is one of Lincolnshire's busiest shopping centres, attracting in excess of 30,00 visitors a day.

"We have been planning to move into Spalding for some years, but took the time to acquire the ideal site and develop a facility that will offer a retail experience akin to that which people receive in the High Street," says director Thomas Bush.

"The new Spalding centre is one of the flagship retail facilities within the group and will provide a first class service to customers, who will be able to drop off their cars and then head over to Springfields to do their shopping while we fit tyres and carry out any other work required."

The new Spalding facility is impressive, with a bridge linking two key areas of the site and a large, ultra-modern, glass reception area with widescreen TVs and comfortable seating.

A dedicated entrance and exit ensure safe, easy access to the centre, which features numerous tyre fitting bays and is equipped with the latest alignment and fitting machines.

At night Bush Tyres will be distinguished by its neon signage, while the totem poles on the two nearby roundabouts that link the A151 and A16 make the centre highly visible to approaching motorists.

In addition to new tyres, balancing and puncture repairs, the Spalding facility sells alloy wheels and provides brakes, batteries, exhausts and wheel and suspension alignment services.

While most tyre fitting businesses tend to stock between 200 and 1,000 tyres, Bush Tyres in Spalding has been purpose-built with the capacity to stock 5,000 tyres, comprising the most popular brands and patterns to meet local market needs and including all the major brands plus value brands Maxxis and Federal, which are exclusive to sister company B.A.B Distribution through its membership of Grouptyre. The centre is expected to handle large volumes of truck, tractor and industrial tyres in order to meet the requirements of local hauliers and truck fleets as well as the area's farming community.

Russ DeBarr, who has worked for Bush Tyres for many years and was previously in charge of the retail centre in Long Sutton, takes over as retail manager at Spalding and will be supported by an experienced tyre industry manager who has just joined the firm.

Tyre Pressure Monitoring

An overwhelming number of motorists in the UK believe that tyre pressure monitoring systems, due to be fitted as standard on all new cars from 2012, must provide a safe and prompt indication when one or more tyres are under inflated. Independent consumer research amongst almost 1,000 drivers has indicated that motorists favour a TPMS system that does not require it to be reset following a low tyre pressure alert or when tyre pressures are adjusted.

The research undertaken by fast.MAP asked motorists a series of questions related to the tyre safety technology and 69% of respondents said that recalibration of TPMS should not be allowed for safety reasons. It was noted by respondents that car companies do not allow drivers to re-calibrate airbag, ABS or ESP systems following activation. The research also asked motorists how quickly a warning of deflating tyre(s) should be provided to them, 97% said no more than 20 minutes - an indirect system can take up to 60 minutes or more to alert the driver, particularly when deflation involves more than one tyre or when tyres are under-inflated because of air seepage.

Some vehicle's TPMS systems, such as the indirect TPMS technology, will not operate under certain driving or environmental conditions (including slippery surfaces, uneven roads, winter conditions etc). The survey asked consumers if it is acceptable that the TPMS is inoperative in those conditions, an overwhelming 71% of respondents said no. Clearly it is precisely in those conditions when the tyre pressure monitoring system is most needed.

Finally the research confirmed an interesting environmental benefit of accurate TPMS, 88% of motorists in the survey said if the system was capable of detecting slight under inflation, which will affect CO2 emission and fuel consumption, that they would check their tyre pressures more regularly.