



**MICHELIN** CTC**AUTOMOTIVE**LTD

## **MICHELIN GROUP PARTNERS WITH CTC AUTOMOTIVE TO DISTRIBUTE MICHELIN TYRES IN CYPRUS**

CTC Automotive Ltd, a member of CTC Group, is delighted to announce the start of its collaboration with the Michelin Group for the Cyprus market. CTC Group, which already markets an extensive range of globally renowned products, is especially honoured to have been entrusted by an internationally recognized brand like Michelin with the importation, marketing and distribution of its broad product range.

As a leader in the mobility sector, Michelin is dedicated to enhancing its clients' mobility in a sustainable manner; designing and distributing the most suitable tyres, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has more than 127,000 employees and operates 69 tyre production facilities which together produced around 200 million tyres in 2019.

Michelin tyres are renowned for their durability and quality and for the high-tech materials they use, which reinforce driver safety and comfort. They cover every type of tyre for saloon cars, vans, SUVs, motorcycles, buses, lorries, off-road and earth-moving vehicles.

CTC Automotive will also be marketing other Michelin Group brands in Cyprus, such as BFGoodrich & Riken, to cover all consumer and professional needs.

To provide the best possible service to drivers, CTC Automotive has set up a special team of experienced professionals who will offer advice and guidance on choosing the most suitable tyre for any particular vehicle. Michelin tyres will be available from authorised resellers across Cyprus. For more information, call 77771900.

Michelin's trust in CTC Group is an indication of our people's high level of professionalism and their commitment to providing consumers with quality products and excellent service. We all take great pride in this.

**Nicosia, 1 November 2020**

