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First Stop fast fit network boosted by Hickleys partnership

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Author: Kim Henson

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The First Stop retail network is continuing to evolve and expand, courtesy of an innovative approach to new member recruitment...

Kim Henson reports.

After increasing to a total of 72 centres by the end of 2016, the First Stop network has attracted another new outlet in the form of Hickleys in Taunton, who will now be boasting a tyre offering for motorists to benefit from, for the first time.

First Stop's retail business consultant Ollie Turpie is actively targeting businesses not currently boasting a tyre retail arm, with Hickleys one of the first outlets of this type to come on board.

Hickleys, based in Castle Street, Taunton, offers a broad range of automotive solutions, from diagnostic equipment right through to heating and air conditioning installations.

Hickleys' service manager Keith Smalldon said: "From the moment I joined the company



last year, the plan was to bring a provision of tyres to the business, to supplement our existing services”.

“Becoming a First Stop partner gives us that level of credibility and reliability that we were looking for as an independent garage.”

Keith said that the ability to stock premium Bridgestone tyres and Firestone products was a compelling reason behind the decision to team up with First Stop.

He added: “To be able to offer the most competitive prices on Bridgestone, Firestone and Dayton tyres was a strong pull for us. These brands will add a great deal of credibility to us as a business and will hopefully resonate with motorists as a result.”

First Stop’s retail business consultant Ollie Turpie said: “We are delighted to be in a position to work with such a well-respected, family business like Hickleys”.

“Our initial discussions were centred around working with Hickleys as an official First Stop supplier of garage and diagnostic equipment. But we both identified an opportunity to diversify the business and offer a wide range of tyres too”.

“To have Hickleys on board represents a huge coup for everyone at First Stop and we look forward to working closely with the team from now on.”

Keith added: “We needed to establish what our customers would be receptive to and see if there would be demand for a tyre offering. Once we had conducted our research and ascertained that this was the case, then we were keen to work with First Stop”.

“Initial discussions were really encouraging and we are now delighted to be on board.”

For more information about First Stop and its network of centres, visit www.firststop.co.uk

For more information about Hickleys in Taunton, visit www.hickleys.com



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