

# UK tyres retailer **Blackcircles.com** confirms partnership with Unipart



Released on: January 20, 2009, 1:40 am

Press Release Author: [Blackcircles.com](http://Blackcircles.com)

Industry: [Automotive](#)

**Press Release Summary: Tyre retailer Blackcircles.com appoints Unipart Automotive as its preferred parts supplier in the UK.**



**Press Release Body:** With the recession now biting and its effects on the car industry, motorists in the UK are spending more time searching online for the best deals in car servicing, parts and accessories. Specialist [online tyres](#) retailer **Blackcircles.com** is to help local independent garages create even better deals and promotions after appointing **Unipart Automotive** as their preferred parts supplier.

**Blackcircles.com** has developed the largest network of tyre fitting outlets in the UK in just 6 years and will now promote the Unipart brand and product range to its network providing the garages with

access to better pricing on car parts which can be passed on to customers.

Under the new partnership, Unipart will conduct a ten point quality check, on behalf of **Blackcircles.com**, for all garages within the network, providing a mark of excellence designed to create a new consumer confidence and encourage more use of independent garages.

The new deal will be welcome news for independent garages in the UK which have struggled in an increasingly competitive environment. It follows a report by Halfords revealing that more people were opting to have their vehicles repaired rather than replaced.

**Unipart Automotive** provides Original Equipment 'matching quality' parts, which meet Block Exemption regulations, enabling the garages to carry out servicing and maintenance on a car without invalidating the vehicle manufacturer's warranty, provided the garage follows the vehicle assembler's schedules.

With over 1000 local garages within its UK network, coupled with its ability to [deliver tyres](#) up to 40% cheaper than the high street, Blackcircles.com is proving attractive to price conscious consumers with revenue up 40% this year while visitors to its website have increased by 55%.

**Mike Welch, Managing Director of Blackcircles.com**, said: *"In Unipart we are partnering with a proven and trusted name that will enable us to support our garage relationships across the UK at a crucial time for the industry. Block Exemption creates an excellent opportunity that will ultimately benefit consumers."*

*"We are confident that this new deal will increase consumer confidence and highlight the many benefits of using local independent garages to the general public whilst educating people about Block Exemption."*

**Unipart Automotive Marketing Director, Wendy Williamson**, commented: *"Blackcircles.com has developed the largest network of fitting outlets in the UK in just six years. By sourcing our service products, the garages can be more confident about the quality they are offering their customers. This will increase customer satisfaction, generating higher sales for the garages involved."*

**Blackcircles.com** is currently recruiting garages to join its UK network.

Notes to editors

**Blackcircles.com** was launched in 2001 as a revolutionary new way of buying tyres. Customers can visit the website, choose the [type of tyres](#) they want and have them fitted at their local independent garage at a time which is convenient to them.

The group now offers extensive mobile tyre fitting services making the process even more convenient for the customer.

**Blackcircles.com** is a nationwide tyre retailer that can save customers an average of 40% on their normal purchase of tyres.

**Managing Director Mike Welch** left school aged 16 to become a tyre fitter in Liverpool. He went on to launch his first tyre business while still in his teens before being head hunted by Kwik-Fit as New Business and e-Commerce Development Manager. He left Kwik-Fit in 2001 to launch Blackcircles.com.

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