



## NTDA lines up outstanding array of new speakers for 2018 Tyre Industry Conference



Building on the highly successful 2017 event, which saw more than 200 delegates from the tyre manufacturing, wholesale, retail and associated automotive aftermarket sectors enjoy a fascinating and engaging conference, the Association has, once again, brought together key industry and business figures to ensure this year's line up provides a wide range of topics that will inspire and create debate. The conference schedule is arranged around three distinct sessions:

### SESSION 1: Tyre Talk – Protecting Motorists, Protecting The Environment

### SESSION 2: Preparing For The Future – From Megatrends To Practical Application

### SESSION 3: Taking Care Of Business – From Digital Dealing To Dealing With Danger

Naturally, the NTDA is delighted to welcome back some 'old favourites' such as TyreSafe Chairman Stuart Jackson, TRA Secretary General Peter Taylor OBE and, *by popular demand*, Neil Hilton of Hella Gutmann Solutions and believes that the contributions from those industry stalwarts will be well complemented by several new faces, starting with:



**QUENTIN LE HETET**

#### ***An Introduction to Automotive Megatrends***

Quentin Le Hetet is the General Manager of GiPA UK. Quentin joined GiPA Group in 2013 after having spent two years with KPMG Consulting, working within the management consulting and strategy practice.

After successfully dedicating his first years within GiPA Group to developing operations and commercial activities in Algeria, Morocco, South Africa, Turkey, and Ukraine, Quentin was appointed as General Manager of GiPA UK in 2017.

Quentin, who also has a management accounting master's degree, is passionate about giving sense to data and following the automotive industry's transformation.



**ANDY SAVVA**

#### ***The successful workshop – Getting it right for employees and customers***

Andy Savva is 'The Garage Inspector'. As an automotive expert, Andy has years of both practical and academic knowledge, and experience, coupled with an unrivalled passion for the automotive sector.

Andy understands that more often than not, aftermarket repair garage owners in particular feel alone at the top, with nobody to bounce ideas off; nobody to hold them accountable, to help them put new systems in place, to help them reach their goals or to confirm where their numbers need to be to achieve the highest level of success. ***This is where he can help!***



**CARL DEAN**

### ***Sell More Tyres – E-commerce for Tyre Retailers***

Carl runs Silkmoth, the UK's leading provider of e-commerce solutions for the passenger car tyre market. Over the last 12 years Carl's solutions have sold hundreds of millions of pounds' worth of tyres on behalf of over one thousand UK tyre dealers and distributors.

Before e-commerce, Carl geeked-out on projects for the defence industry including the UK Attack Helicopter and the Eurofighter Typhoon. A brief but dull experience working on the Directory Enquiry system for BT led to a much more enjoyable time with Sony Ericsson developing their first touchscreen smart-phone.



**Steve Nash**

### ***Technician Licensing***

Steve Nash has been in the motor industry all his working life, starting when he graduated in 1977. With experience in both the manufacturer and retail sides of the sector, he has a passion for making the customer experience as good as it can be and has, therefore, been a strong voice throughout his career for the best possible and most diverse employment opportunities, the highest standards of customer service and the widest accessibility to the newest automotive technologies.

In his current role as Chief Executive Officer at the IMI, Steve is working hard to raise awareness of the

importance of professional standards right across the sector – both within the industry itself and amongst government, consumer organisations and other relevant stakeholders. In particular he is campaigning for the creation of a License to Practice for those working on electric vehicles in support of greater adoption of this new motoring technology; wider take-up of apprenticeships in the automotive retail sector and the application of qualifications to ensure the highest standards of customer service throughout the motor retail experience.



**JOHN ELLIS**

### ***Evaluating Commercial Vehicle Wheel Safety***

John Ellis is Chief Executive Officer of MWheels, one of the leading independent distributors and developers of commercial vehicles wheels throughout the UK and Europe. The business began in 1928 as a supplier of automotive wire wheels, with John brought onboard, (*much later!*), to establish a distribution network for their key products. Having successfully achieved his goal he noticed a gap in the market and in 1990, using the company's close relationship with manufacturing giant Wheels India, the business entered into the commercial vehicle market.

John is now at the forefront of the CV wheel safety campaign, raising the profile of the item as a safety critical element of any operational vehicle. So far, he has succeeded in placing additional legislative text into the EU Roadworthiness Directives and is continuing to work with the Department for Transport to boost further the UK's testing, inspection and maintenance procedures.

The 2018 Tyre Industry Conference, which also features a supplier exhibition, is sponsored by **DG International** and will be held on Thursday 4th October 2018 at the DoubleTree by Hilton Milton Keynes, Stadium MK, Stadium Way West, Milton Keynes MK1 1ST. It will be followed by the 89th NTDA Annual Dinner and 2018 Tyre Industry Awards.