

2020 NTDA Tyre Industry Awards OPEN for entry this month



After months of 'lock down' due to the Covid-19 pandemic, like most industry sectors, the UK tyre industry is struggling, but with many tyre distributors remaining open to support key workers' transport needs, others providing essential mobile response services and commercial tyre technicians continuing to work roadside during even more difficult situations than those they are usually exposed to, now more than ever it is time to recognise and celebrate the companies and 'heroes' that play a major role in keeping Britain moving.

The NTDA is, therefore, delighted to announce that the 2020 NTDA Tyre Industry Awards entry forms and brochure are available from Monday 4th May 2020.

In previous years, between 50 – 60 companies of all sizes from across the UK, and representing tyre distribution, wholesale, manufacturing and the associated automotive aftercare market, have battled it out in this increasingly competitive awards event which has become the highlight in the annual tyre industry event calendar and this year the Association is launching two new awards to recognise the TRA Responsible Recycler Scheme (RRS) Member of the Year and NTDA Commercial Tyre Service Provider of the Year.

NTDA Chief Executive Stefan Hay said: *"This has been without doubt a very difficult time for individuals, companies, our industry and the UK as a whole and there is still a lot of uncertainty about the future, but we remain positive that the NTDA Annual Dinner in November will go ahead and that it will be a fantastic event whatever the format, perhaps even more than usual as we celebrate not only the successes of our industry, but also give thanks for making it through such unprecedented hardship."*



So, could 2020 be your year to shine? As they say, you really do have to be in it, to win it!

Benefits to your company of an award entry:

All those shortlisted for awards will be promoted in pre-show publicity by the NTDA and will be free to use an 'NTDA 2020 Tyre Industry Awards FINALIST' logo that can be placed on all company stationery, marketing materials, social media channels and websites.

Winners will receive an engraved trophy and a set of professional photographs that can be used for post event purposes.

Winners will be entitled to use the 'NTDA 2020 Tyre Industry Awards WINNER' logo that can be placed on all company stationery, marketing materials, social media channels and websites.

Extensive post-event publicity will be extended to the professional tyre trade press and full details of all finalists and winners, including photos, will be included in the 2021 NTDA UK Tyre & Automotive Aftercare Directory.

Entries are only accepted from NTDA and TRA members on the official NTDA entry form, which is designed to allow applicants to present themselves fully but with minimal paperwork; this form together with the supporting entry brochure is available from NTDA Membership Secretary Alison Keitch via: alisonkeitch@ntda.co.uk



The closing date for entries is **Friday 28th August 2020**, entries arriving after that date will not be considered.

The Awards will be presented to the winners, at a ceremony sponsored, once again, by **Sailun**, at the 91st NTDA Annual Dinner sponsored by **Maritime Cargo Services** which will take place on Thursday 5th November 2020 at the VOX Conference Centre, Birmingham.

This fabulous formal black-tie event, which has already attracted more than 380 bookings from the great and good of the tyre industry and automotive aftercare market, provides great

networking opportunities and, together with the NTDA Tyre Industry Conference, sponsored by **CAM**, which is held on the same day, really is the premier social occasion for the UK Tyre Industry.

Award categories and sponsors in 2020 are:

1. REACT Commercial Tyre Technician of the Year Award: *Bridgestone Europe NV/SA UK Branch*
2. Truck and Agricultural Tyre Supplier of the Year Award: *Continental Tyre Group Ltd*
3. Aftermarket Equipment Supplier of the Year Award: *The Parts Alliance*
4. Industry Marketing Campaign of the Year Award: *Scots Auto Scene*
5. Staff Training and Development Initiative of the Year Award: *Traxx Tyres Ltd*
6. Product Innovation of the Year Award: *Snap-on*
7. Tyre Wholesaler of the Year Award: *Compiler/Team Systems*
8. Tyre Manufacturer of the Year Award: *The Commercial Vehicle Show*
9. National Tyre Technician Apprentice of the Year Award: *The Worshipful Company of Wheelwrights*
10. Tyre Retailer of the Year Awards: *Pirelli Tyres Ltd*
11. TRA Responsible Recycler Scheme (RRS) Member of the Year Award: *TBC*
12. Commercial Tyre Service Provider of the Year: *Marsh Commercial*

Hankook Tyre UK Ltd is also returning for the 5th consecutive year to sponsor the NTDA National Chairman's Award for Outstanding Contribution to the Tyre Industry.

Stefan Hay continued: *"We are extremely grateful to our sponsors and supporters and to those members and non-members who continue to have confidence and book places and tables at the conference and dinner respectively. Despite everything thrown at me personally and the NTDA team professionally over the last months the NTDA has continued to assist tyre distributors across the UK with their business issues and in return, members have sent us wonderful messages of support and thanks for the work we are doing. We've come together in so many ways as a community and I, personally, have been immensely proud and impressed when seeing our people out working in such worrying times. Also, the altruism from so many member companies that have donated face masks, rubber gloves, car seat covers, hand sanitiser etc. and who have raised money to support the NHS and other care workers has been phenomenal. As the now rejuvenated Foo Fighters song says: "It's times like these you learn to live again, it's times like these you give and give again, it's times like these you learn to love again."*

The NTDA team looks forward to seeing you all in November and in the meantime: STAY SAFE!

