

# Bush Tyres Opens New Bourne Retail Branch

## Company's retail operation to total 15 branches by summer 2009

BA Bush & Son and its wholesale operation B.A.B. Distribution (a member of the wholesale group Grouptyre) has invested in a new retail facility. At a time when many businesses are contracting, the family concern, which this year marks 60 years in business, is celebrating by opening its 14th tyre retail depot in Bourne, Lincolnshire, at the end of April. The expansion is set to continue in July/August when the company is scheduled to open a new, purpose-built tyre retail centre in Spalding. According to company representatives, branch number 15 is "absolutely state of the art" and even has its own bridge.

"We always aim to reinvest profits in the company and are taking advantage of economic conditions to implement an aggressive growth strategy designed to increase our market share throughout

Lincolnshire, Humberside and East Yorkshire by providing unrivalled levels of customer service," said director Tom Bush, adding: "For many years we have met the needs of customers in Bourne from our Boston and Sleaford branches, so it was logical to develop a stand alone facility, albeit linked to and fully integrated within our retail

The manager of Bush Tyres' new Bourne branch, Steve Waterford, spoke of the company's aim to build each of its depots with the quality of a luxury car dealer in mind.

operation, which would enable us to provide a more comprehensive and better quality of service to customers in this area."

The new two-storey Bourne Bush Tyres depot is located in the centre of the town, just off the main road to Spalding, and stocks an extensive range of 4x4, high performance, van, agricultural, implement and turf tyres. In addition to balancing and puncture repairs the facility sells alloy wheels and provides brakes, exhausts and suspension alignment services. Bush Tyres is also a member of Michelin's ExelAgri agricultural tyre dealer scheme.

BA Bush & Son prides itself on having assembled a strong and loyal workforce, several of whom have been employed by the company for over 25 years, and always prefers to promote from within its ranks. Perhaps that's why Steve Waterfall, who has 23 years' service and was previously service manager at the Bush Tyres depot in Boston, has been appointed manager at Bourne and will run the new centre with a team of six once all staff training has been completed.

Steve Waterford explained the company's aim of making its branches akin to luxury car dealerships: "Many people still consider buying tyres to be an unpleasant necessity, but at Bush Tyres we have set about changing the image of the industry one site at a time. We have assembled a team that will deliver a

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professional, positive experience, ensuring our customers are able to make informed decisions in a welcoming environment."

### BA Bush marks its golden jubilee

In response to growing demand, Benjamin Arthur Bush's established cycle tyre business began selling and fitting car tyres just before World War Two and by 1949 BA Bush & Son was fitting tyres to all kinds of vehicle. In 1962 the company re-located to its present head office site in the old Station Yard, Horncastle.

The company has runs stores in Skegness and Stickney (1968), Louth (founded in 1973, but completely redeveloped in 1991) and the first of the 'new look' branches Sleaford (1980). Spilsby replaced Stickney in 1986, with Sleaford providing the blueprint for further expansion programmes at Boston (1983), Beverley (1989) and Grimsby (1995). The growth continued with depots opening in Hull (1997), and Long Sutton (1998), Scunthorpe in (2002) and Kings Lynn (2006). Hull HiQ (2008), Bourne (2009) and Spalding (2009).

Today the company is owned and managed by Benjamin's grandson Nigel and great-grandsons Ben and Tom and employs some 150 people.

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Company representatives described the forthcoming Spalding branch as "absolutely state of the art"