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Fitting route on the road to success

SIX months after taking on an etyres franchise, Christian Jones says his only regret is that he didn't do it sooner.

Mr Jones, 38, operates the Crewe branch of etyres after 20 years of working in social services.

He said: "I wanted to escape my desk job and be my own boss and etyres was the right choice for me. Sales are going up every month and I can see a great future in this business, especially as everyone is looking to cut costs for essentials like tyres."

The success of etyres has been built on the principles of low-cost tyres, a mobile fitting service and a user-friendly website featuring Eamonn Holmes and Vicki Butler-Henderson.

Managing director Tony

By Alison Coleman

Bowman said: "Success in business is about finding a winning formula and that's what we've done. When customer satisfaction is high, the business follows and the company has been experiencing record growth throughout the recession and now into the recovery."

The etyres franchise can be taken on as sole trader business or a management opportunity.

INFORMATION: 0800 028 9000/
www.etyres.co.uk/franchisemovie

FAMILY AFFAIR: Christian Jones with his wife Sarah and children Ella and Finlay

