

Online tyre retailer **Blackcircles.com** launches service in the Netherlands



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Selecting the right tyres for your vehicle is now easier than ever for Dutch motorists with the launch of Auto [Banden](#) Shop – the Dutch trading site for online tyre retailer Blackcircles.com.

By visiting Autobandenshop.com, motorists in The Netherlands can now have access all the major tyre brands such as Goodyear, Michelin, Dunlop and Continental at the kind of low prices that have already transformed the UK market.

The ability to purchase online and have tyres delivered straight to their home will now make it easier than ever for Dutch motorists to stay safe on the road and choose high quality tyres.

Mike Welch, Managing Director of Blackcircles.com, said: "One of the core guiding principles of Blackcircles.com is that there should be no barriers to tyre safety and we are delighted to be helping Dutch motorists to stay safe on the road."

"The decision to enter the Dutch market was driven by what we were seeing amongst competitors who are growing on the back of offering customers an inferior deal."

"Our aim in Holland is to set a new standard for low cost tyres combined with high quality service."

In the UK, the company's fast, high quality service has ensured that 40% of its monthly business comes from customer referrals. Blackcircles.com has been able to save customers an average of 40% on their normal purchase of tyres.

Mike Welch is one of the UK's leading young entrepreneurs having left school at 16 to become a tyre fitter before going on to launch Blackcircles.com in 2001 and take it to turnover of £10 million.

Notes to editors

Blackcircles.com was founded by Mike Welch in 2001 and has more than 300,000 customers and sales of £10m.

In 2008, [Pneus](#) En Ligne was launched in France, offering mail order tyres for the French auto market.

Autobanden Shop in Holland is one of several other European trading sites launched by Blackcircles.com which include Mein [Reifen](#) in Germany, Neumaticos-net in Spain, and [Pneumatici](#) Tutte in Italy.

Blackcircles.com was recently named as one of 20 winners at the 2009 BT Business Essence of the Entrepreneur awards, where Mr Welch also received the Most Outstanding Entrepreneur of the Year award.

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