

ATS Euromaster supports sustainability with a new FM partner

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ATS Euromaster is supporting its sustainability plans with the appointment of a new facilities management partner. [Cloudfm](#) will help to drive efficiency while reducing carbon emissions across 259 sites in the UK.

Cloudfm will undertake planned and reactive maintenance alongside capital project-related works. It will also manage planned, and reactive maintenance of equipment assets all managed through the Freedom platform, which connects each job to the most appropriate local tradesmen.

The facilities management company has worked with Tructyre, an ATS Euromaster subsidiary since 2020.

Commenting on the new partnership, Andy Evans, head of property and services at ATS Euromaster, said: “Cloudfm bring a different approach to facilities management than anyone else in the industry. It’s focused on providing a more transparent process which drives efficiency and supports compliance. They also share our focus on reducing carbon emissions, and their tried and tested approach will make a clear difference to our environmental goals.

ATS Euromaster provides its customers with a wide range of cutting-edge services through 259 fast-fit centres and a customer service centre in Birmingham. Its mobile tyre fitting operation reacts to over 96,000 call-outs annually.

Cloudfm’s technology uses advanced data and localised sourcing of technicians to maximise the operating time of its retail locations and reduce carbon emissions. It also provides greater transparency throughout the process to improve cost control and boost response times to improve the customer experience.

Jeff Dewing, CEO of Cloudfm, said: “ATS Euromaster is a great brand with a large national footprint that

requires a robust facilities management approach. Its customers count on ATS Euromaster to keep them on the road, so we know every job is critical. Everything we do at Cloudfm is focused on driving quality and efficiency through the process, and we look forward to building a new approach to facilities management with their team.”

Based in Essex, Cloudfm operates internationally with offices in the UK, Dublin and Barcelona. It helps manage some of the world’s most recognised brands’ assets and properties, from Azzurri Group to TUI.