



## **PRESS RELEASE**

### **JAX TYRES LEADS ELECTRIC AUTOMOTIVE PUSH WITH BRISBANE'S FIRST RETAIL CHARGE STATION**

**07<sup>th</sup> January 2019** - JAX Tyres, Australia's most respected tyre and mechanical servicing brand, has today launched the brand's first, free electric car charging station for the public, located at 98 Logan Road, Woolloongabba, in South Brisbane.

The station is part of a 2019 nation-wide roll-out by JAX to future-proof their 86 stores in partnership with electric car utilities experts, EVolution. This will be the first station for a tyre or mechanical store in Australia as the industry adapts to the technology changes that are disrupting the automotive market, including new types of fuel and energy storage solutions, as the automotive race to zero-emission targets ramp up.

JAX Tyres CEO Mr. Steve Grossrieder believes diversification is a good thing for the automotive industry and that JAX Tyres is ahead of the market in providing solutions for their customers.

"We need agility to service all technologies moving forward, especially in the automotive race to zero-emission targets. JAX Tyres has a very solid service network through our best-in-class franchisees and longstanding relationship with our trusted group of Global Top ranked brand suppliers including EVolution. Choosing the right partner is critical and EVolution have the expertise and access to the best quality equipment on the market.

"Through this relationship, JAX Tyres will keep its position as a leading innovative technology driven retailer and our commitment to delivering market leading customer services."

Mr. Grossrieder confirmed that the diversification strategy will continue throughout 2019 and that new JAX Tyres stores in South Australia and Western Australia will be equipped, ensuring they can continue to serve customers into the future.

Russell Shepherd, CEO of EVolution said, "We're very excited to be a part of JAX's plans for a sustainable future. Drivers will be able to charge their cars either as JAX customers or as passers-by. Furthermore, and unique to JAX Tyres, any electric vehicle will be topped up via portable chargers while being serviced. The public JAX Charging network will be made up of a combination of Charge-Amps AURA Dual Port AC 22KW EVSEs and Tritium DC Fast Chargers.

"Once complete this will be the largest retail based EV charging network in Australia. All charging will be "free forever" and accessible without the need for swipe card or mobile phone app," finished Mr. Shepherd.

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**MEDIA ENQUIRES**



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**About JAX Tyres**

Founded in 1949, JAX Tyres is one of Australia's most-well respected and professional tyre retailers, specialising in the sales and service of tyres, wheels, brakes and suspension. The company operates through more than 80 franchised stores in Eastern Australia. Monthly, it serves more than 60,000 customers and provides them with the best tyre brands, advice, service and price. JAX Tyres is also at the forefront of tyre retailing technology through a strategy called JAXIT which encompasses digital deployment to stores and consumers from the central source of data, which allows consumers to search and choose a solution 24/7/365 for all their tyre and wheel needs from the convenience of online.

**JAX Tyres Woolloongabba; 98 Logan Rd**