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Point S puts its tyres to the test at exclusive Estoril track event

- Point S Spain collaborated with Point S International to host 62 members from across its global network at an exclusive driving experience on the legendary Estoril Circuit
- Participants from across Point S's global network tested Point S Summer Tyres across circuit, road, and controlled-surface environments
- The event combined real-world and high-performance driving with expert workshops on safety, tyre behaviour, and braking performance



Point S Spain, in collaboration with Point S International, has put its own-brand summer tyres through an extensive series of real-world and high-performance tests during an exclusive driving event held at the world-famous Estoril Circuit in Portugal. 62 members from Spain, Portugal, the UK, Greece, and Cyprus gathered for a full day of hands-on testing designed to demonstrate the performance, safety, and reliability of the Point S Summer range.

The objective of the event was clear: to enable members to discover the Point S Summer Tyre and to experience for themselves the qualities that sets it apart. As Point S strengthens its international product offering, intra-network testing of the tyres is a key component of measuring performance and ensuring continued quality.

To give participants a comprehensive understanding of tyre behaviour, the programme featured driving sessions across three distinct environments. On the Estoril Circuit, participants took the wheel themselves in a safe, stress-free environment, to get a basic understanding of the tyres' performance. They also took part in a high-performance passenger session with professional drivers at the controls of a Toyota Yaris GR, allowing members to experience the full dynamic potential of the Point S Summer Tyres at speed.



Members also participated in controlled-surface driving on Estoril's slalom course. Featuring both dry and wet surfaces, the experience enabled participants to evaluate braking distances, steering precision, and stability. Braking performance and safety – two core strengths of the Point S Summer range – were central to this part of the workshop, and members responded to their experiences with positive feedback on the tyre's performance in both conditions.

As part of the final stage of the event, members drove in a non-controlled environment, taking the route to Cabo da Roca, the westernmost point of mainland Europe. The journey enabled participants to replicate the driving conditions typically experienced by their customers.

Emilie Faure, International Private Labels Product Manager, said: "This event was crucial in showcasing the quality of Point S Tyres to our members in a demanding real-world environment. Not only have we demonstrated the performance and safety of our tyres, but we have showcased our commitment to giving members first-hand experiences that they can confidently share with their customers. Bringing together members of our international community to test, learn, and share is a key part of how we support our network, and I am grateful to Point S Spain for organising an incredible event."

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About Point S

Founded in 1971, Point S is the world's largest independent network of vehicle maintenance specialists. Point S offers a diverse range of premium quality products, services and solutions for vehicle maintenance, boasting 54 years of history and a retail concept that has been implemented on five continents. With over 6,772 Points of Sale, the company is present in 51 countries around the world and employs more than 31,700 people.

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