



# Sir Tom Farmer CBE

Founder and Former Chairman of the Kwik-Fit Group



## CSA Celebrity Speakers Ltd

Sir Tom Farmer is the former Chairman and Chief Executive of Kwik-Fit Holdings Plc, the largest independent retail organization of tyres and exhausts in Europe. Sir Tom now oversees a portfolio of retailing, commercial property and other investments including new business start-ups.

**"Our Aim is: 100% Customer Delight" Sir Tom Farmer**

### In detail

Tom Farmer has spent all of his working life in the tyre and automotive industry. In 1964, aged 23, he opened his first business, Tyres and Accessory Supplies, in Edinburgh which he sold later for £450,000. He founded the first Kwik-Fit tyre and exhaust centre in 1971 which developed into one of the world's largest automotive service companies and sold it in April 1999 to The Ford Motor Company for £1.2 billion. Sir Tom is a Trustee of the Duke of Edinburgh's Award Scheme and received numerous awards and honorary appointments. In 1997 he was knighted by the Queen for his achievements in business.

### What he offers you

Sir Tom addresses platforms all over the world sharing his secrets of how to achieve customer satisfaction and how to obtain brand loyalty. He draws upon his own experiences and explains exactly how he managed to turn his ideas into reality and a household name.

### How he presents

A charismatic and affable character, Sir Tom Farmer is also a dynamic, powerful and enthusiastic speaker who challenges and inspires audiences with his incredible story of success.

### Topics

- The Kwik Fit Story
- Leadership
- Innovation
- Customer Service
- Change Management

### Languages

Sir Tom presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Credentials

#### 2009

Royal Victorian Order

#### 1998

The Institute of Management Gold Medal

#### 1996

Degree of Doctor honoris causa, University of Edinburgh  
Honorary Degree of Doctor of Technology, Glasgow Claedonian University  
Officier in de Orde van Oranje-Nassau of The Netherlands (From Queen Beatrix of The Netherlands)

#### 1993

Honorary Doctorate in Business Administration, Napier University, Edinburgh  
The Knight Cross of the Order of Merit of the Republic of Poland (From the President of Poland)

#### 1990

Scottish Marketing Man of the Year

#### 1989

Scottish Businessman of the Year