

Isuzu SA named winner of Overall Manufacturer of the Year award

Isuzu Motors South Africa (Imsa) was named the winner of the Overall Manufacturer of the Year award at the recent 2020 Southern African Vehicle Rental and Leasing Association (Savralla) Manufacturer of the Year (MOTY) Awards.



Source: quickpic.co.za

Imsa scooped the Gold Award through the attainment of the highest results in both the leasing and the rental categories, attaining scores of 76,1% and 83,9% respectively. The company's overall score was 80% - more than 6% and 8% higher than the closest competitors.

Savralla members manage close to 400,000 vehicles per annum in South Africa. The prestigious annual industry awards reward vehicle manufacturers for the level of service and support provided to the rental and leasing sector.

To determine the winners of the Savralla awards, over 30 of the largest rental and leasing companies in South Africa complete comprehensive surveys during the year, covering 36 criteria spread over various areas of business - including communication and contact with the manufacturers, support on both a manufacturer and dealer level, maintenance issues, various financial aspects and Broad-based Black Economic Empowerment (BBBEE) compliance.

In addition, Isuzu's Geraldine Pillay was awarded the third position in the category of the Top Leasing Account Executive of the Savralla awards.

Organisers attribute Isuzu's win in the Rental category to the vehicle manufacturer's service level evaluations, as well as its level one BBBEE rating - the best achievement to date by a participating manufacturer in the MOTY awards.

Isuzu was also voted 'the brand which has the best salespeople' in a consumer survey conducted by Cars.co.za as part of its annual Ownership Satisfaction Survey conducted in 2019.

As part of the Ownership Satisfaction survey, vehicle owners who purchased a vehicle were asked about their experience in terms of the salesperson's professionalism, friendliness, perceived honesty, product knowledge, and how well extras such as insurance, on the road costs etc. were explained, as well as the sales person's overall communication with customers.

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