

# Dunlop honours dealers for outstanding performance

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Dunlop, the flagship tyre brand manufactured by Sumitomo Rubber South Africa (SRSA), honoured top performing dealers at the recent Dunlop Dealer of the Year 2021 Awards, which took place in the Western Cape, Eastern Cape, KwaZulu-Natal and Gauteng in March.

“These awards, which celebrate outstanding performance and recognise the loyal support of our dealers, reinforce our efforts to keep growing our stores in a sustainable manner through a strategy which focuses on four store categories: Dunlop Commercial, Dunlop Zones, Dunlop Express and Dunlop Containers. We have a blueprint for each category to ensure fitment centres meet the specific needs of the target market for that category in terms of product and service, always putting the customer at the centre of our efforts,” said CEO of SRSA, Lubin Ozoux.

## Dunlop Zone Awards

The largest and most hotly contested fitment centre category was the Dunlop Zone, which is a top end fitment centre that provides the consumer with a multi-branded tyre offering and a range of services, such as tyre fitment, wheel balancing, wheel alignment, batteries, rim repairs, and more, depending on the individual dealership. Dunlop Zones normally have a waiting room, with refreshments and toilet facilities, enabling customers to relax in comfort.

“In this category it’s all about providing comprehensive customer service and we make every effort to ensure our dealers receive the kind of support that will help them grow and prosper, while meeting this expectation,” said Ozoux.

“For this reason, in addition to sales ratings, revenue and volume growth, judging criteria in this category also included dealers’ take-up of Dunlop’s added value offerings, engagement with our marketing and communication campaigns and general upholding of Dunlop’s brand values through their dealerships. Importantly, their customers have a voice in this award,” he added.

The Dunlop Zone of the Year 2021 Award winners were chosen from the winners of the regional awards, in which 131 qualifying Dunlop Zones, ranked gold, platinum and diamond, competed.



Dunlop Zone Diamond Dealer of the Year

David Mbgashoa (middle with trophy), owner of Moteti Wheel and Tyre in Mkopane, Limpopo, was named the Dunlop Zone Diamond Dealer of the Year 2021. He also won the Dunlop Zone Regional Diamond Dealer of the Year for Limpopo/Mpumalanga/Swaziland. He is flanked from left to right by Sumitomo Rubber SA’s Darren Chetty (Group director: Sales, Marketing, Operations & Technical), Lubin Ozoux (CEO), Louis Marais

Moteti Wheel and Tyre, based in Mokopane, Limpopo, was the Dunlop Zone Diamond Dealer of the Year 2021 with an exceptional scoresheet and walked away with the grand prize of a R50 000 travel voucher.

“We take pride in our service because that’s what keeps our customers coming back. Dunlop enables us to deliver great service, by providing us with expert advice, marketing support and competitive pricing so we can offer our clients value-for-money deals,” said David Mogashoa, owner of Moteti Wheel and Tyre.



Dunlop Zone Platinum Dealer of the Year

Cape Town based Dunlop Zone Blackheath, won Dunlop Zone Platinum Dealer of the Year and a R30 000 travel voucher, as well as winning the regional award for Dunlop Zone Dealer of the Year Western Cape. Co-owner Armand Marais, accepted the award. His co-owner and partner Deon Mouton was absent

Cape Town based Dunlop Zone Blackheath, won Dunlop Zone Platinum Dealer of the Year and a R30 000 travel voucher, while Dunlop Zone Plettenberg Bay won Dunlop Zone Gold Dealer of the Year and a R20 000 travel voucher. Dunlop Zone Up and Coming Dealer of the Year 2021 and winner of a travel voucher to the value of R10,000 was Dunlop Zone Koenic, based in Mbombela, Mpumalanga.

Regional winners in the Dunlop Zone category were:

- KwaZulu-Natal: Super Wheel Centre (Gold) and Ossies Tyres (Diamond)
- Eastern Cape: Dunlop Zone Plettenberg Bay (Gold) and Neptune Tyres (Diamond)
- Western Cape: Dunlop Zone Robertson (Gold) and Dunlop Zone Blackheath (Platinum)
- Gauteng: Dunlop Zone Gezina (Gold) and Renata Tyres (Diamond)
- Limpopo/Mpumalange/Swaziland: Mopane Bande (Gold) and Moteti Wheel and Tyre (Diamond)
- Free State/Northern Cape/Lesotho: Fit-It Kakamas (Gold) and Fit-It Kathu (Platinum).

## Dunlop Commercial Awards



**Dunlop Commercial Dealer of the Year**

Wynand Meij (middle with trophy), Group CFO of Tire Point in Kempton Park, accepted the award for Dunlop Commercial Dealer of the Year 2021. He is flanked from left to right by Sumitomo Rubber SA's Louis Marais (divisional head: Sales Commercial), Lubin Ozoux (CEO) and Darren Chetty (Group director: Sales, Marketing, Operations & Technical).

Dunlop Commercial dealers provide specialised fitment for fleet owners and transport operators. Judging criteria in this category included revenue and volume growth, sales ratings and engagement with Dunlop marketing campaigns.

Tire Point based in Spartan, Kempton Park was named Dunlop Commercial Dealer of the Year 2021 for which it received a R30,000 travel voucher. Tire Point is a multi-branded tyre retailer providing passenger vehicle, 4x4, truck and bus, earth mover and OTR, as well as agricultural tyres.

Committed to customer service, Tire Point's comprehensive offering extends beyond fitment, balancing, wheel alignment and tyre repairs, to tyre surveys, tyre management, load studies, scrap tyre analysis and route surveys. It also offers a 24/7 breakdown call centre.

Runner-up was Dunlop Commercial Indlela Tyres, based in Westmead, Pinetown.

### **Dunlop Express Dealer Awards**

Eighty-nine qualifying independently owned tyre fitment centres competed in the Dunlop Express Dealer category, which was judged on revenue and volume growth.

Maclear Motor Spares in the Eastern Cape was the Dunlop Express Dealer of the Year 2021 and received a R20 000 travel voucher.

### **Dunlop Container Awards**





**Dunlop Container Dealer of the Year**

Allan Bunda Kazadi, (middle with trophy) of Grace Tyres in Lusikisiki, accepted the award for Dunlop Container Dealer of the Year 2021. He is flanked from left to right by Sumitomo Rubber SA's Darren Chetty (Group director: Sales, Marketing, Operations & Technical), Lubin Ozoux (CEO) and Martin Van Rooyen (Divisional head: Sales)

In the Container category, also judged on revenue and volume growth, the winner out of sixty-seven qualifying fitment centres was Grace Tyres, based in Lusikisiki in the Eastern Cape.

"This is a very important category as it is helping entrepreneurs in the townships and rural areas to stake their claim in the South African economy and in so doing, create employment. Our vision is to have the largest footprint of sustainable branded stores that cater for the township and rural areas of South Africa. With the support of a widely recognised brand, the Dunlop container programme has enjoyed exponential growth and success in the tyre market and has received widespread support from government and other agencies and our current focus is on training these entrepreneurs and their employees for ongoing success. The container fitment centre is an entry level business operating out of a container. We hope to see our container entrepreneurs upgrading to Dunlop Express and Dunlop Zones over time and winning contracts for fleet and government business in their local areas," Ozoux added.

"Next year we hope to have even more qualifying stores competing for the Dunlop Dealer awards as our vision transforms into reality."

For more, visit <https://www.dunloptyres.co.za/Dealer-Locator/Dunlop-Container>

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#### Sumitomo Dunlop



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