

Tiger Wheel & Tyre unveils a new store *and* a new look at Rosebank Mall

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Rosebank shoppers now have the luxury of having their wheel, tyre and battery needs taken care of while they shop, since a brand new Tiger Wheel & Tyre store opened at the Rosebank Mall on the 23rd of March 2015. The new store is conveniently situated at the Bath Avenue parking entrance to the mall.



"It has never been more convenient for motorists to have a puncture repaired, tyres balanced or rotated, wheels aligned or to have new wheels, tyres, a satellite vehicle tracking system or even a new automotive battery fitted," said Group Marketing Executive Joe du Plooy. "Customers can drive their vehicle into the new store and, while their needs are being attended to, they can walk directly into the shopping centre to shop or dine."

The new store has more than just expediency going for it though. It is also the retail chain's first store to sport a brand-new look-and-feel that Tiger Wheel & Tyre hopes to ultimately roll out through all of its stores, nationwide. The new look is reminiscent of what motorists might expect to see in a boutique wheel and tyre store, though Tiger Wheel & Tyre is the first chain to adopt such a style.

Explained du Plooy, "This new look is decidedly upmarket and very sophisticated. White is now the predominant colour, with extensive red accents and touches of black to tie in with our corporate colours. The effect is very fresh and slick, while retaining the hi-tech feel that our customers associate with Tiger Wheel & Tyre."

In addition to the usual fare of world-leading wheels, tyres and automotive batteries, the Rosebank Mall store also stocks a range of hi-tech products for sale, from brands that include the likes of Garmin.

Of course it's not just shoppers and diners who will benefit from this latest addition to the Rosebank Mall. The store will unquestionably attract a large clientele from Rosebank's substantial population of people who work at nearby offices. This major metropolitan area is home to many large corporates, including Standard Bank, with whom Tiger Wheel & Tyre has partnered as a Participating Rewards Retailer in the bank's innovative UCount Rewards programme.



The store opening coincides with Tiger Wheel & Tyre's new "It's Showtime" promotion. From now until 2 May 2015, when you buy any two Continental, Michelin, Yokohama, Hankook, BF Goodrich or Pirelli tyres, you'll get a two-DVD promotion pack that includes Marvel's "The Avengers" and Tyler Perry's "The Single Mom's Club". Or buy any four tyres from one of these select brands, and get a five-DVD promotion pack that includes Disney's "The Pirate Fairy", Disney's "Planes 2 Fire & Rescue", Marvel's "Captain America: The Winter Soldier", as well as "Leading Lady" and "Snowpiercer".

"Our team is looking forward to showing customers around our beautifully appointed new flagship store with its elegant new look, and to introducing them to the superb quality and service with which our company name has become synonymous," concluded du Plooy.

For more information on Tiger Wheel & Tyre and what you might expect from the new Rosebank Mall store, visit the website

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