

# Tractor Outdoor takes on Durban

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In addition to their landmark site holding in Gauteng, Western Cape and Eastern Cape, Tractor Outdoor is pleased to announce that they have recently built 10 brand new sites in KZN... including the largest approved site in KZN, the iconic “[Urban View](#)” - at an incredible 420m<sup>2</sup> with a 360-degree view across the whole city! Development of these sites was headed up by both Ben Harris and Ray van Niekerk who handle KZN development for Tractor Outdoor.



A number of sites have been erected in high LSM areas with great income structures which benefits both landlords and businesses. “We focused on the Durban metro, Pietermaritzburg, Ballito and Richards Bay areas,” says Ray van Niekerk, Development Manager for Tractor Outdoor KZN.

“Ray and I have worked together previously and contributed immensely to multiple successful projects over the years so with our intense development background, our clear strategy around KZN was to develop the most landmark sites in and around Durban and surrounding areas. Our aim is quality over quantity and we believe that the relationships that have been forged around KZN are built on a solid foundation of hard work,” says Ben Harris, Director of Rights and Development for Tractor Outdoor.

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Tractor Outdoor was founded in 2001 by international industry veterans and is managed by a team who has a comprehensive grounding in the outdoor media industry.

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