

# Tiger Wheel & Tyre leads the way in 2010

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Tiger Wheel & Tyre can once again lay claim to being South Africa's favourite place to purchase tyres according to various surveys conducted throughout 2010.



Tiger Wheel & Tyre was named the leading Tyre Retailer for the second year running in *The Times* and *Sowetan* 2010 Retail Awards in October. The announcement came on the back of the news that the readers of *Beeld* and *Diamond Fields Advertiser* also favoured the brand, naming it the leading retailer in the Tyre Supplier Categories of the papers' Your Choice Awards.

These awards come in addition to a spate of consecutive awards achieved by the brand over the years. Tiger Wheel & Tyre took similar accolades from newspapers around the country. Readers of KZN's *Daily News* ranked the brand number one in the 'Best Place to Buy Tyres' survey for the fifth consecutive year, while readers of the *Pretoria News* preferred Tiger Wheel & Tyre for the sixth consecutive year in the 'Best Tyre Dealership' category of its survey.

"We would like to thank each and every customer who came out in support of the Tiger Wheel & Tyre brand," says Joe du Plooy, Marketing Executive at Tiger Wheel & Tyre. "We pride ourselves in our customer service excellence and therefore we are extremely proud to achieve these accolades. We are constantly aiming to better ourselves and strive to achieve the highest levels of customer service."

In the current economic environment, the importance of trusted service and quality product offerings is more important than ever.

"In addition to thanking our customers for their valued support we would also like to extend our thanks to all the staff at Tiger Wheel & Tyre. It takes a huge amount of commitment and dedication to achieve these results and we would like to thank and congratulate all of them for maintaining these high standards over such an extended period," concludes du Plooy.

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