

# ContiTradeAfrica strengthens distribution network

The franchise network of ContiTrade Africa has grown significantly over the last few months in South Africa with the retail chain of FIT&GO stores increasing to nine stores within eight months. ContiTrade Africa is the local trade organisation of Continental AG responsible for franchise and retail operations.



The most recent store opened in Kimberley in the Northern Cape, just seven months after the first FIT&GO opened its doors in Welkom in December last year. Three more stores are planned to open across the country soon.

FIT&GO is a new fitment centre franchise that offers a range of tyre fitment and related vehicle services. It offers products and services while being honest and dependable to the customer. "Our aim is to enhance the traditional offering of the tyre fitment store and assist in improving service levels," said Kevin Slabbert, head of franchising for ContiTrade Africa.

FIT&GO Kimberley is a partnership between Cassie and Liza Steynberg and Hennie Brits who jointly have 50 years experience in the industry. They converted an old exhaust fitment centre into a FIT&GO.

According to Brits, it was time to convert the exhaust business to something more commercially viable. "To survive the difficult automotive market needs and challenges the only way is to diversify your service offering. As the saying goes, diversify or die," he said.

He added that the new Continental FIT&GO franchise offered the opportunity to diversify their business with a full range of products and services. The new store will now offer tyres, batteries, shocks, exhausts, brakes, suspension repairs, tow bars and trailers with wheel balancing tyre repair and wheel alignment. "Backed by a big global company like Continental, we can now offer quality products, respond quickly to market changes and have access to research and development," said Brits.

FIT&GO Kimberley is now the main supplier of Continental passenger, bakkie, SUV/4x4, agricultural and truck tyres in Kimberley.