

# Tiger Wheel & Tyre is South Africa's top tyre retailer

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Tiger Wheel & Tyre is South Africa's favourite place to purchase tyres according to the South African public. Tiger Wheel & Tyre was named the leading Tyre Retailer in the *Times* and *Sowetan* 2009 Retail Awards. The winners were announced at a Gala awards ceremony held at the Northgate Ice Rink on Thursday 08 October.



*Natasha Mansour, Marketing Services Manager Tiger Wheel & Tyre, with Enver Groenewald, GM Advertising Avusa*

The 2009 Retail Awards offers valuable insights into the buying preferences of South African consumers. The survey was conducted by TNS Research Surveys and assessed the public's perceptions of various retail outlets. Branding; perception and awareness; dedication to customer satisfaction; overall quality; range of products; and value for money were among the criteria used to determine South Africa's leading retail brands.

"These awards demonstrate the strong image and positive perception the Tiger Wheel & Tyre brand has in the general market place," says Joe du Plooy, Marketing Executive at Tiger Wheel & Tyre. "While we emerged as the leading brand in the tyre retail sector we are committed to continual improvements and ensuring that we not

only meet but exceed the expectations of our customers."

Tiger Wheel & Tyre offers a range of top-quality branded tyres and wheels at affordable prices. The array of wheels includes the apparitional TSW brand as well as Racing Hart Concepts, TSR and TWT wheels. The selection of tyres are represented by leading brands like Continental, Yokohama, Michelin, Goodyear, Pirelli, BF Goodrich, Velocity and most recently Hankook.

With consumer convenience of key importance, Tiger Wheel & Tyre has gone to great lengths to ensure each of its stores support a modern, boutique-style hospitality area where customers can take a load off while they wait.

"At Tiger Wheel & Tyre we pride ourselves in our exceptional customer services and are therefore always honoured to receive such noteworthy accolades from the public. It takes a huge amount of commitment and dedication from all of our stores and staff to achieve these results and we would like to extend our thanks and congratulations to them, as well as a big thanks to the South African consumers out there that voted us Number 1," concludes du Plooy.

For details on Tiger Wheel & Tyre's latest promotions and to find a store in your area visit [www.twt.to](http://www.twt.to) - and now for your convenience you can access Tiger Wheel & Tyre from your mobile phone at [mobi.twt.to](http://mobi.twt.to).

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