

# South Africans honestly prefer Tiger Wheel & Tyre

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South Africans have a well-deserved reputation for speaking our minds plainly and honestly. We're quick to offer praise for a job done well and not known for holding our punches when they're called for. Love us or hate us, "frankly my dear, we don't give a damn" so long as our integrity remains intact. With this characteristic frankness, the people have spoken and declared to the country that their hearts belong to Tiger Wheel & Tyre.

The people of KZN made their voices heard through the *Daily News* "Your Choice 2012" awards, choosing Tiger Wheel & Tyre as "The Best Tyre Retailer" for the eighth consecutive year. The province wasn't alone in this however; its sentiments were echoed nationwide as readers of *The Sowetan*, *The Times* and *The Sunday Times*, voted the company "The Top Retailer" in the Tyre and Auto Fitment Centre Category of AVUSA's 2012 Readers Choice Awards, for the fourth consecutive year.

Comments Joe du Plooy, Marketing Executive of Tiger Wheel & Tyre: "There's nothing more gratifying than being told by South African consumers that you're their favourite company. More than anything, this validates who we are as a company, what we stand and strive for and how we come across to our customers in the process. We are proud and humbled by these awards and grateful to South Africans for speaking their minds and choosing us. Thank you South Africa!"

For a complete list of Tiger Wheel & Tyre stores and to browse through the wheels, tyres and latest promotions visit the website [www.twt.to](http://www.twt.to).

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