

Tiger Wheel & Tyre still best of the best

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Tiger Wheel & Tyre has once again been named the leading Tyre Retailer in The Times and Sowetan 2010 Retail Awards. Tiger Wheel & Tyre emerged as South Africa's favourite place to purchase tyres in last year's survey and has cemented this status once again by taking the title for a second consecutive year.



The winners were announced at the annual Gala awards ceremony held at the Hylton Hotel, in Sandton Johannesburg, on Thursday 07 October. The Times and Sowetan Retail Awards, are conducted by TNS Research Surveys, offering valuable insights into the buying preferences of South African consumers. 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.

"We're extremely proud to be honoured for a second year running," says Joe du Plooy, Marketing Executive at Tiger Wheel & Tyre. "This award further confirms that our efforts are being recognised and appreciated by customers, and proves that they can continue relying on us for quality, affordability and all-round service excellence."

While the past year has provided many challenges with the tough economic climate, this year's study revealed that brands that were strongly marketed found favour among

consumers.

"We would like to thank consumers, that looked to Tiger Wheel & Tyre as a longstanding and trusted retailer able to deliver on the said criteria. We would also like to thank and congratulate all of our stores for upholding our revered image and ensuring customer's expectations were not only met, but exceeded," added du Plooy.

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

For details on Tiger Wheel & Tyre's latest promotions and to find a store in your area visit www.twt.to or log on to mobi.twt.to from your mobile phone.

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