

Tiger Wheel & Tyre is stepping it up

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Tiger Wheel & Tyre is stepping it up by not only keeping you on the move, but also putting the beat back into your life with their 2GB iPod shuffle giveaway campaign.



At the forefront of the free iPod shuffle promotion is their innovative TV ad featuring "skitting" or "stepping" - the latest craze to hit the local dance scene. This unique form of freestyle dancing is a growing trend among young South Africans, who have started to share and compare their signature steps on the popular video sharing website YouTube.



Tiger Wheel & Tyre have cottoned on to this movement with the launch of an online dance competition which gives you the opportunity to showcase your hottest hip hop dance moves by uploading your own dance video on the Tiger Wheel & Tyre Facebook page. What's more, the winning video, as chosen by the wheel and tyre retailer, will win a 2GB Apple iPod shuffle, powered to keep you moving to the beat of your own life, plus a R2 000 Tiger Wheel & Tyre Gift Card. If you would like to "Get your Moves on" and enter the competition, visit www.facebook.com/tigerwheelandtyre before 31 July 2011.

Marketing Executive Joe Du Plooy adds, "We have always been a dynamic brand and we are continuing this trend by acknowledging this new generation of customers as well as marrying three world class brands namely Apple, Continental and Tiger Wheel & Tyre."

Don't miss a beat, pop into your nearest Tiger Wheel & Tyre and buy any four Continental Tyres 15 inches or larger and get your free 2GB Apple iPod shuffle. This exciting promotion is on until the 30th of July 2011 or while stocks last. For full terms and conditions see in-store or visit www.twt.to or twt.mobi.

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