

Tiger Wheel & Tyre ready for another year of excellence

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Tiger Wheel & Tyre is kicking off 2011 with a bang. The brand received a spate of awards in 2010 for its continuous fulfillment of customer satisfaction and service excellence and in celebration Tiger Wheel & Tyre stores countrywide are treating their valued customers to another round of fantastic deals on big-brand wheels and tyres.

Tiger Wheel & Tyre was named the Top Tyre Retailer in South Africa, for a second year running in The Times and Sowetan 2010 Retail Awards in October, as voted by South Africa's most discerning consumers. The announcement came on the back of the news that the readers of the Beeld and Diamond Fields Advertiser, in Kimberly, also favoured the brand, naming it the leading retailer in the Tyre Supplier Categories of the papers' Your Choice Awards.

These awards were in addition to a string of consecutive awards achieved by the brand over the years. Tiger Wheel & Tyre took similar accolades from newspapers around the country. Readers of the Pretoria News and of KZN's Daily News all ranked the brand number one in the 'Best Place to Buy Tyres' survey for the sixth consecutive year, respectively.

"In the current economic environment, the importance of trusted service and quality product offerings is more important than ever," says Joe du Plooy, Marketing Executive at Tiger Wheel & Tyre. "In our 25th year of customer service, these public acknowledgements are testament to our passion for service excellence. We are constantly aiming to achieve the highest levels of service and so remain committed to keeping our customers happy and safe on the roads, year after year. As always, Tiger Wheel & Tyre has pulled out all the stops in their current promotion, offering their customers quality tyres starting from as little as R299 each while their deals on wheels are just as attractive starting from only R2195 per set of four.

With a number of prestigious titles under their belt, Tiger Wheel & Tyre continues to expand its footprint across Southern Africa with two new stores having recently opened in Rustenburg and 'The Glen' - while plans for more new stores in coming months, are well underway.

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