

Tiger Wheel & Tyre voted the #1 place to buy tyres

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Most people have their favourite brands to buy and places to shop. Usually these are tried and trusted brands and retailers who deliver time and again, but when new and seemingly competitive players enter the market and consumers become spoiled for choice, it can be difficult to decide where to place your trust.



However when it comes to wheels and tyres, consumers have no such difficulty deciding on who to trust. If 2014's awards season taught us anything, then it's that the overwhelming majority of vehicle owners choose to put their faith in Tiger Wheel & Tyre.

Last year, South Africa's best-loved wheel and tyre retailer once again cleaned up in the "Readers' Choice Awards" from the country's leading newspapers. Most telling about these awards is that the outcomes are all based entirely on readers' votes for the best of the best and are based on their personal experience with the brands.

Tiger Wheel & Tyre made a clean sweep of these awards from *The Daily News*, *Pretoria Rekord*, *The Times* and *Sowetan*, *Bloemfontein Courant*, *Pretoria News* and *The Star*. Then, for good measure, it also palmed in the "Discovery Insure Partner of the Year" and "Discovery Insure Strategic Partner of the Year" awards. The company has also had a good start to 2015 by being voted the "Best Tyre Supplier" in the 2015 Beeld Readers Choice Awards.

"Apart from winning these awards - some for the tenth, sixth and second consecutive times - we find it very encouraging that so many motorists choose to put their safety first by electing to buy trusted big name wheel, tyre and automotive battery brands from an established and reputable company," commented Joe du Plooy, Group Marketing Executive.

It certainly does appear that consumers are united in the opinion that while there are many places you can cut corners and save a few cents, wheels, tyres and automotive batteries are not among these. Hopefully this trend will contribute to increased safety on our roads.

For more information on this award-winning retailer, the services and world leading wheels, tyres and automotive batteries that it stocks, or to find your nearest Tiger Wheel & Tyre store, visit the website www.twt.to.

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At Tiger Wheel & Tyre, we make auto-fitment our business! We care about your safety and that's why we offer only the best in quality brands, matched with expert advice and service excellence that's honest, convenient and affordable.

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