

Suzuki appoints PenQuin

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Suzuki Auto South Africa has appointed leading marketing solutions company, PenQuin International, as its local through-the-line advertising agency. Suzuki Motor Corporation, the eighth largest vehicle producer in the world, will enter the South African vehicle market in June 2008.

“Suzuki and PenQuin have a very similar business philosophy which lends itself to a powerful partnership,” says PenQuin Account Director, Darren Leishman.

PenQuin International are delighted with the appointment and see it as a wonderful opportunity to work with yet another leading international brand. Over the past seven years, PenQuin has built an extremely successful relationship with Suzuki Motor Cycles and Marine, which has seen the brand achieve record sales in the period and win gold medals at the prestigious Auto Africa Motor Show and National Boat Show.

PenQuin International was founded seven years ago to provide complete and cost effective marketing solutions for clients strategic marketing objectives. It has achieved phenomenal year-on-year growth and established itself as a leading service provider in the marketing sector. In December 2007, international sports icon Lucas Radebe acquired the largest individual shareholding in the business and joined the team as an Executive Director.

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