

GMR give Budget Insurance a ride

Transit media giant, GMR has successfully executed the production of yet another fleet of branded Metro buses. Budget Insurance has openly embraced the new Metro Bus offering with enthusiasm.

"We have moved our existing holding from Putco due to the upmarket nature of the new fleet and the metropolitan route, which enables us to reach a higher LSM consumer," says Lenerd Louw, Advertising Director at Upstream Advertising.

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