

# Tiger Wheel & Tyre wins The Times Sowetan Retail Award for the sixth time

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Tiger Wheel & Tyre has proven that consistency is king in the retail world. The company's continued delivery of consistently good service to customers has netted it the award for "Top Tyre Retailer" in the annual Times Sowetan Retail Awards. This is the sixth consecutive win for the company in these awards.



The awards are based on the results of The Times Sowetan Shopper Survey 2014, a survey conducted by TNS Research Surveys that provides insight into consumers' perceptions and experience of retailers in more than 20 categories.

Said Joe du Plooy, Group Marketing Executive, "The fact that the results are survey-based, makes winning the award a credible achievement for our company, while the survey results are an important benchmark for our brand. We are thrilled to have taken top honours in the 'tyre fitment centre' category and grateful to our customers for their support and for providing the feedback that made this possible."

To experience first-hand why customers place their trust in Tiger Wheel & Tyre, visit the website [www.twt.to](http://www.twt.to) and use the "store locator" to find your nearest store.

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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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