

Vuyi Mpofu named Subaru brand safety ambassador

Subaru southern Africa has named Vuyi Mpofu as its safety brand ambassador. Mpofu will primarily be driving the Subaru XV 2.0i Lineartronic CVT over the one-year partnership.

Following her studies in public relations and advertising, Mpofu worked in the advertising industry and eventually started her own marketing consultancy. Six years ago, Mpofu pursued her passion for cars and launched a motoring media portal titled Driving in Heels, the Evolution of Motoring.

She has since expanded her platform to include a number of features on radio, in magazines and online media and continues to make meaningful change in road safety across the country.

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