

Tiger Wheel & Tyre wins 10th consecutive "Your Choice" award

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If ever proof was needed that Tiger Wheel & Tyre is the greatest place to buy wheels and tyres in KwaZulu-Natal, then that can be found in the news that the company has won the award for "The Best Tyre Retailer" in the Daily News "Your Choice" Awards for the tenth year running.



"When you're in the business of pleasing customers, the news that you're doing it well never gets old," said Group Marketing Executive, Joe du Plooy. "You might think that having won the award so many times would have taken the shine off of it for us, but that simply isn't true. We value this award as much today as the first time we won it. It is a valuable, independent measure of how well we are serving our customers."

It certainly appears that Tiger Wheel & Tyre is doing right by its patrons. The *Daily News* "Your Choice" Awards is based entirely on the results of voting by readers of that newspaper and its sister publications, *Mercury*, *Independent on Saturday* and *The Sunday Tribune*.

The newspapers all published ballots in June, asking readers to vote for their favourite businesses in some 140 categories, and provided a dedicated website where readers could also cast their votes. Voting ended on 11 July and ballots were counted and the results announced on 30 September.

"We'd like to thank our KZN customers for their loyalty and for demonstrating their support for Tiger Wheel & Tyre in this manner. It means the world to us and, as always, will merely make us work even harder to ensure we remain deserving of their high regard," concluded du Plooy.

For more information on Tiger Wheel & Tyre, visit the website www.twt.to

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