

## UK's largest online tyre retailer expands to South Africa

Blackcircles.co.za has been launched and hopes to become the benchmark for the best online tyre retail customer experience in South Africa.



Blackcircles general manager Devlin Mbodley | image supplied

Blackcircles.com was founded 20 years ago as one of the world's first online tyre retailers. Launched in 2001 by UK entrepreneur Michael Welch (and acquired internationally by Michelin in 2015). The online platform works in partnership with a network of more than 2,000 independent garages in the UK.

Blackcircles has also expanded globally with franchises in Mexico, Egypt, Thailand, Canada and now South Africa.

The site provides a technological platform for all local tyre manufacturers to bridge into the digital marketplace and will house an extensive selection of passenger car tyres, SUV tyres, 4x4 tyres and more to choose from.

Devlin Moodley, general manager for Blackcircles says, “Blackcircles.co.za is here to change the way South Africans buy and fit tyres and to ensure that finding and fitting tyres becomes a completely stress-free process.

“With two decades of international experience, we have created the technology that allows our website to cover every base in an efficient manner. Customer experience is at the heart of our company’s growth, as we consistently engage with customers to ensure we continue to develop our already much-praised business model,” Moodley says.

He says that digital platforms have become the main entry point for a growing number of customers.

“The Covid-19 pandemic has rapidly increased the take up of e-commerce. Whether you’re ordering dinner, a new pair of sneakers or groceries - the new normal has spawned many more tech-savvy customers.

“Customers want choice, full transparency, no hidden costs and to have on hand comparative data to make the most informed decision, while also being re-assured with easily accessible consumer reviews and confident that their tyre purchase decision will keep them safe on the road,” he says.

South Africa’s largest tyre manufacturing company Sumitomo Rubber South Africa (SRSA) has acquired the South African rights to launch Blackcircles.co.za as an independently run subsidiary.

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