

# Making the Intangible 'Tangible'

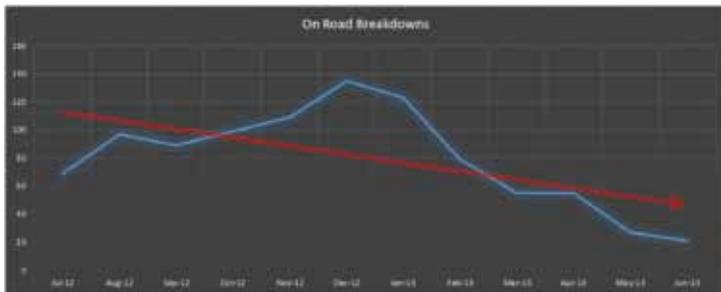
As we draw the curtain on yet another tough financial and operational year, we find ourselves asking a multitude of questions... **Did we do enough? Did we achieve our organisational goals? Did we get bang for our buck?** The questions are endless...

However, these are valid questions, especially in the competitive environment within which we operate, where margins are eroded and customer expectations are high...

If you are able to get a grip on tyres, what could easily be your **second largest fleet operating cost**, you may well be ahead of the wave and able to be more competitive...

But just how is this possible? **How does one measure servicing and maintenance of tyres?**

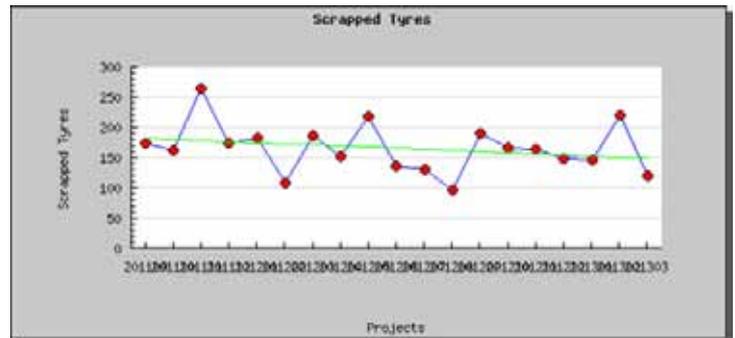
This is where partnering with **Bandag** delivers the unique opportunity to do just that – **making the Intangible 'Tangible'**.



Tyre servicing and maintenance is often looked at as a grudge expense but **Bandag** is able to justify these costs in a **measurable** way. A large Blue Chip fleet operating from Gauteng has seen this **benefit** over a 12 month period by seeing a **dramatic reduction** in **on road tyre breakdowns**. This large fleet has seen a reduction of more than 50% in its monthly tyre breakdowns. This translates into a saving directly attributed to **superior on-site tyre management and preventative maintenance** both aided by **professional tyre management information**.

But the measurables don't just end here... While tyre scrapping is an unavoidable reality, certain failures are avoidable and the very same fleet has benefited from an average reduction of **25 less tyres scrapped** per month.

This not only reduces the number of tyres scrapped in your report! No, not only! Take a minute and think of the other benefits...



- The tyre gets another life
- One less replacement tyre is required to purchase
- One less green fee is paid
- One less tyre reaches the scrap pile beforehand



The Bandag Proposal to making the Intangible 'Tangible'

**Bandag's value proposition to fleets is not just an empty promise. Put us to the test and reap the rewards!**

Now that's what you call Tyre Management **DOWN TO AN ART...**

**With Bandag, you don't have to be a tyre expert. You just have to know one!**

For more information on how you can benefit contact Bandag today on +27 11 439 6000 or visit [www.bandag.co.za](http://www.bandag.co.za).

## BRING IT ON!

With the reliability you get from Bandag, your fleet can take on anything.



[www.bandag.co.za](http://www.bandag.co.za)