

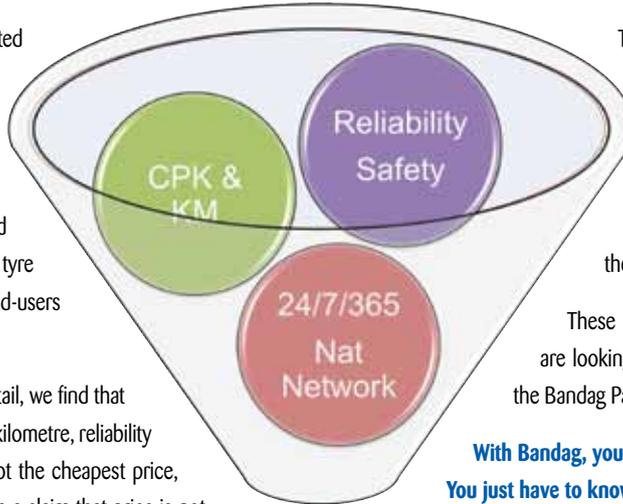
What do fleet owners really want ...

This is a question often being asked by tyre suppliers. Bandag is no different in that it also wants to identify what fleet owners and operators want. But why? Well, the answer is simple really...

To ensure that the needs of customers are being met and in so doing, positively impacting on their BOTTOM LINE!

In the latest end-user survey conducted by Bandag, a relatively large sample of respondents made up of both current and prospective customers provided some valuable insights which are too important not to share. Results revealed surprising and encouraging views on the tyre industry as well as the expectations end-users have.

If we explore that statement in some detail, we find that end-users are seeking the best cost per kilometre, reliability and superior mileage performance. Not the cheapest price, but the best CPK. By no means is there a claim that price is not important. End users reveal that price is important in their decision as they do not wish to over pay for a product. This starts to make sense and ties in with best CPK being the most important tyre attribute being sought by the majority of respondents.



Taking the results further, services and in particular a professional tyre breakdown service with a national network of tyre specialists providing superior on-site and on-road servicing is what respondents selected as critical to the success of their businesses.

These results were mind blowing as end-users are looking for exactly what Bandag has on offer – the Bandag Package of Value.

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

Bandag specialises in the manufacture of retreads and best- in-class after sales service. That's what we do.

For more information on how you can benefit contact Bandag today on +27 11 439 6000 or visit www.bandag.co.za.



BRING IT ON!

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



www.bandag.co.za