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23 October 2013

Dear Mr Pel,

Thank you for taking the time to write to us and putting forward your concerns. We value our customer's feedback especially one closely related to our business.

Firstly, I must reiterate that our Havoline advert was in no way meant to insult or tarnish the reputation of the tow truck industry, but was a tongue in cheek approach to drive the message to our consumers that if one looks after one's car, one shouldn't find oneself stranded. The "No one wants to meet" - in the ad infers to nothing else but that the reason for meeting is because your car has broken down.

We acknowledge that our chosen approach was meant to get our consumers attention, but sincerely apologise if the humour of this approach did not sit with you as intended.

Following some internal discussions, we have agreed that the ad will be pulled off air by the end of the week and will not be aired by us again. However, this withdrawal is by no means an admission of any contravention of the spirit of ASA terms, nor the rights of tow-truck drivers, nor the industry by Chevron. It is merely our willingness to settle this matter amicably and a gesture of goodwill.

We hope that with the understanding of our intentions, you will accept our proposed action and that this matter now rests.

Kind regards

Gillian Rosant
Brand Marketing Manager

N Mbuyisa (Chairperson), S W E King (Chief Executive Officer -British Citizen)
Executive Directors: T J Stallbom, D J C Mendoza (US Citizen), L L Jacobs, N B Ngumbela, D C Pottenger (US Citizen)
Non-Executive Directors: M E Ramano, M I Scott