



# UPDATE

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Suite 156, Private Bag X025, Lynnwood Ridge, 0040

## FROM THE DESK OF THE OMBUDSMAN

### THE RELATIONSHIP BETWEEN FRONTLINE STAFF & MANAGEMENT



**Johan van Vreden -**  
Motor Industry Ombudsman of  
South Africa

In any business the frontline staff or people whose daily job it is to work with consumers determines the image and perception that consumers have of the business.

With the above in mind creating a clear and easy communication process between frontline staff and management is of utmost importance and should be taken extremely serious by management. When I, as a consumer, take my car in for a service or repair I want to be greeted by friendly and neat frontline staff at my dealership. As a consumer, the first people I meet in the dealership are normally the security guard, the service advisor and the cleaner, definitely not any of the management team. However, having said that, it does not mean that management has got to daily hover around the service reception, it just means that the people whose job it is to receive customers must be trained in such a way that it is not necessary for a manager to hover around all the time.

The point I'm also making is that frontline people must feel confident when dealing with customers and success in this regard depends largely on the line and quality of communication between management and frontline staff. In the event of a difficulty that is beyond the frontline staff's capabilities, the responsible manager must be available to support and deal with a given situation. Each business has its own procedures and managers have individual management styles, however, the general rule still applies and when the service reception is clean and neat and the staff friendly, knowledgeable and confident it does a great deal to ease any concerns consumers may have.

Part of a manager's job is to support their frontline staff. Keep this little reminder in mind and see how customers react. You might be surprised.

OUR CALL CENTRE IS OPEN  
BETWEEN 13:30 AND 15:30  
MONDAYS TO FRIDAYS

THE AUTOMOTIVE INDUSTRY (DRAFT) CODE  
OF CONDUCT IS AVAILABLE ON OUR WEBSITE  
[WWW.MIOSA.CO.ZA](http://WWW.MIOSA.CO.ZA)

### TWO NEW MEMBERS APPOINTED TO THE MIOSA ADVISORY BOARD



Derick Scorer



Ina Opperman

DEALER

# Range



### Get range to the power of T.

Take advantage of our range of tracking solutions designed especially for dealers and get complete peace of mind on the floor or on the road.

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**SOUTH AFRICAN NUMBER PLATE ASSOCIATION**

BROUGHT TO YOU BY SANA (SOUTH AFRICAN NUMBER PLATE ASSOCIATION)

**A NATIONAL NUMBER PLATE FOR SOUTH AFRICA**

The National Department of Transport has published an amendment to the National Road Traffic Regulations of 2000 for comment in Government Gazette No 37542, dated 9 April 2014. The proposed amendments will give current number plates a national appearance, whilst still indicating the province of licensing. All the provisions relating to number plates and number plate manufacturers are amended. The closing date for comments will be four weeks from date of publication. The Gazette is available free online at [www.gpwonline.co.za](http://www.gpwonline.co.za). SANA is in favour of a national number plate for it will bring the over 400 variations between the nine provinces down to approximately 40 variations, which will have a huge impact on law enforcement, regulation and industry costs. You are welcome to contact SANA with reference to any queries or proposals you may have in this regard.



(Proposed examples, as per Government Gazette No 37542)

**PROVINCIAL GAUTENG**

Mr. Manganyi, from Gauteng Department of Transport, has confirmed that the embosser registration process is being reviewed (reference Government Gazette No 37542, regulations 49, 50 & 51), which will include the passing of a provincial regulation that will state the consequences of non-compliance and the criteria for closing-down illegal and non-compliant embossers. He confirmed that one meeting will be scheduled with Gauteng embossers, to discuss the proposed national number plate and registration process, thereafter they will only deal with industry representatives, such as SANA.

**NORTH WEST**

North West Department of Human Settlements, Public Safety and Liaison has launched a new securitised aluminium number plate on 25 March 2014, as well as appointing an independent distributor of number plates. The intended date of implementation is 1 July 2014, however the embosser workshop meeting has not yet been scheduled. SANA is always in favour

of any form of security and regulation, but has the following concerns with regard to the new system:-

- there was no consultation with neither the industry nor the public – only compulsory briefing sessions took place with industry;
- that there might be an overlapping of the new North West system and the new SABS 2D barcode sticker system, that will complicate matters at an embosser level.

(More information will be provided on the SABS sticker in the next news letter). We trust that North West will rather support the proposed National number plate.

**KWA-ZULU NATAL**

The Department of Transport of KZN has confirmed during January 2014 that they will implement a new aluminium number plate system that will bear the provincial coat of arms, three letters and three numbers, as well as the suffix KZN. The members of the KZN portfolio committee have apparently agreed that there should be more consultations in the light of the proposed national regulations.

**VEHICLE DEALERS – ILLEGAL ADVERTISING ON NUMBER PLATE CARRIERS**

SANA wants to remind all vehicle dealers that it is illegal to advertise on number plates and number plate carriers, as per Clause 6c ii) of Regulation 35 of the National Road Traffic Act of 1996. There may be no design, decoration, figure or letter that does not form part of the standard equipment or construction of the specific vehicle, applied within 150mm of the vehicle registration number. There are currently many new vehicles on our roads displaying number plate carriers with the dealers' details – please note that public, your clients, will suffer the consequences in the form of traffic fines.



Example of an illegal Number Plate Carrier bearing an advertisement

**CONTACTING CONSULTANTS**

Regional TPP consultants for pre-owned vehicle dealers, workshops, panelbeaters and fitment centres

Gauteng/Free State/ Mpumalanga/ North West/ Northern Cape	Mercia van Niekerk Area Project Manager	082 442 9250
Limpopo	Deon Schuhardt	081 536 7654
Kwazulu-Natal	Cyril Neilson	071 608 9995
Eastern Cape	Stephanie Newsome	081 267 2608
Western Cape	Rozanne Spangenberg	082 575 2681

**WELCOME DEON!**

Deon Schuhardt -

Deon has been appointed as the MIO SA consultant in Limpopo

DEALER

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Protect your stock with our range of tracking solutions designed especially for dealers and enjoy proven protection through our unmatched vehicle recovery record.

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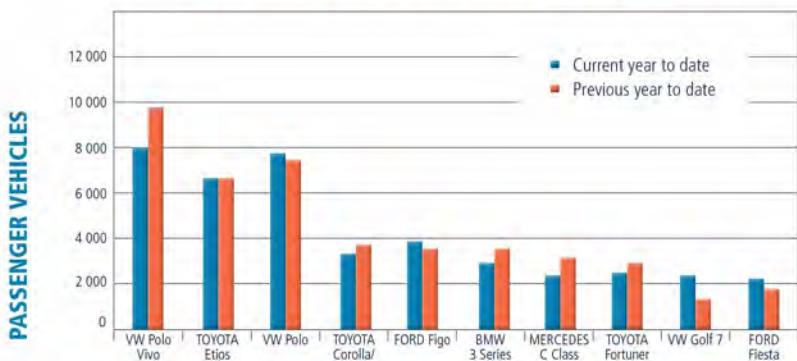
# RGT SMART AMALGAMATING WITH LIGHTSTONE AUTO

**"30 year history and track record combines with innovative leading edge applicators of technology and data to bring about the next wave of value for industry participants."**

A passion for focus, efficiency and growth has led to RGT SMART branching out into two separate companies. The division in RGT SMART responsible for research and consumer analytics will be renamed as Lightstone Consumer, whilst the motor division of RGT SMART will be incorporated into Lightstone Auto.

The divisions have distinct differences and to align both sets of world-leading expertise to the needs of the organisations' customers the restructure incorporates rebranding. The new corporate identity will set both Lightstone Auto and Lightstone Consumer apart from competitors and position them as experts in their fields.

## TOP SELLERS MARCH 2014 AND YEAR TO DATE



**Lightstone**  
AUTO

Article acknowledgement: Lightstone Auto is the independent provider of the South African new vehicle sales and export data to the dti and the automotive industry. For more information on the Lightstone Auto product line view [www.lightstoneauto.co.za](http://www.lightstoneauto.co.za)

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# Service



## Get service to the power of T.

Get service to the power of T. Take advantage of our 150 service centres and 24-hour response time on all dealer related issues to ensure that your stock remains protected all year round.

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## NAAMSA MEDIA RELEASE:

### NAAMSA COMMENT ON THE MARCH, 2014 SOUTH AFRICAN NEW VEHICLE SALES STATISTICS



#### Nico Vermeulen -

Director NAAMSA & Member of  
MIOSA advisory board

In amplification of the new vehicle sales statistics for the month of March, 2014 – released for public consumption via the website of the Department of Trade & Industry - the Association commented that domestic total aggregate new vehicle sales had held up reasonably well, virtually unchanged from the aggregate sales of the corresponding month last year. March 2014 aggregate new vehicle sales at 55 363 units registered a decline of 87 vehicles or a fall of 0.2% compared to the

55 450 vehicles sold in March last year. The consumer driven new car segment had recorded a year on year decline of 2.2% whilst the investment trend sensitive commercial vehicle segments had registered gains, light commercials 3.7%, heavy commercial vehicles 7.6% and extra heavy trucks 20.8%. The March 2014 export sales number at 24 660 units reflected a decline of 3 122 vehicles or a fall of 11.2% compared to the 27 782 vehicles exported in March last year.

Overall, out of the total (disaggregated) reported Industry sales of 55 343 vehicles, 85.8% or 47 505 units represented dealer sales, 5.0% to government, 4.7% represented sales to the vehicle rental Industry and 4.5% to Industry corporate fleets.

The new car market had remained under pressure during March, 2014 and at 36 798 units reflected a decline of 814 units or a fall of 2.2% compared to the 37 612 new cars sold in March last year.

Domestic sales of new light commercial vehicles, bakkies and mini buses at 15 848 units during March 2014 reflected a useful improvement of 559 units or 3.7% compared to the 15 289 light commercial vehicles sold during the corresponding month last year.

Sales of vehicles in the medium and heavy truck segments of the Industry at 947 units and 1 770 units, respectively, reflected a mixed performance with a decline of 61 units or a fall of 6.1%, in the case of medium commercial vehicles, and an impressive gain of 229 units or an improvement of 14.9%, in the case of heavy trucks and buses, compared to the corresponding month last year.

Industry new vehicle exports during March, 2014 at 24 660 vehicles had registered a decline of 3 122 units or a fall of 11.2% compared to the 27 782 vehicles exported in March last year. From the middle of 2014, the momentum of Industry vehicle exports should pick up substantially on the back of the commencement of the Mercedes-Benz C-Class export programme.

Prospects for the balance of the year would continue to be affected by subdued economic growth, above inflation new vehicle price increases as a result of exchange rate weakness and upward pressure on interest rates.

## TOTAL VEHICLES BY MANUFACTURER FOR MARCH 2014

Manufacturer	RSA	Exports
TOYOTA	11 688	7 911
VOLKSWAGEN GROUP SA	8 800	6 198
FMC	6 289	2 851
GMSA/SUZUKI Trucks	5 165	155
NISSAN	4 361	1 750
MERCEDES-BENZ SA	2 694	0
BMW GROUP	2 404	5 584
JAGUAR LAND ROVER	970	0
HONDA	753	33
CHRYSLER SA	730	26
SUZUKI AUTO	539	0
mitsubishi Motors SA	365	84
FIAT GROUP	294	0
PCSA 2	280	0
MAHINDRA	273	0
VOLVO CARS	247	0
UD TRUCKS	220	2
TATA	217	0
SCANIA	210	32
VOLVO TRUCKS	206	0
IVECO	198	21
MAN	163	8
SUBARU	128	0
FAW TRUCKS	50	0
POWERSTAR	49	4
PORSCHE	45	0
JMC	41	0
RENAULT TRUCKS	31	1
FERRARI	5	0
BARCOCK	3	0
VOLVO BUS	3	0
<b>SUB TOTAL</b>	<b>49 048</b>	<b>24 660</b>
AMH & AAD	6 001	
GWMSA	314	
<b>INDUSTRY TOTAL</b>	<b>55 363</b>	<b>24 660</b>

**Industry acknowledgement:** Lightstone Auto is the independent provider of the South African new vehicle sales and export data to the dti and the automotive industry. For more information on the Lightstone Auto product line view [www.lightstoneauto.co.za](http://www.lightstoneauto.co.za)

**Lightstone**  
AUTO

Article acknowledgement: NAAMSA

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## ROAD SAFETY

## Driving with children

When driving with children in a car it is the drivers' responsibility to keep them safe throughout the journey. While there are limited regulations on how a driver should keep children safe in their car, there are some sound principles which if followed will ensure all occupants arrive safely. Here are a few tips and information that should hopefully make driving with children a more enjoyable experience.

## Children's safety in the car:

• **Seatbelts:**

It is up to the driver to make sure children wear a seatbelt at all times in the car. If your child consistently takes off their seat belt. Try these techniques:

Tell your child why they must wear a seatbelt and leave it on at all times. Let them know it can be dangerous if they remove it. Show them that you wear a seatbelt so that they copy you. Keep children entertained and distracted from their belt by bringing along their favourite toys or play-in-car games.

You can buy "anti-tampering" devices available from abroad to prevent them undoing their belt while you travel. However, these are not recommended as they may affect the working of the seatbelt or make it difficult to remove the child in the event of a collision or an attempted hijacking. If a child does undo their seatbelt one should pull over as soon as it is safe to do so and put it back on them. Make sure to consistently check they have kept their seatbelt on until it becomes natural for them to do it on their own, pretty much like brushing their teeth.

• **Child Seats:**

If a child is less than 1.5 metres tall they will need to use a baby seat, child seat, booster seat or booster cushion. Make sure that seats or seat restraints are fitted exactly to the manufacturer's description.

• **Child Entertainment:**

Driving with children can be quite an experience as any parent will tell. Children often become bored and irritable which means they can start acting up or get upset. A cheeky or upset child can be quite a distraction which puts drivers at higher risk of a collision /accident. Since the driver is in control, it is therefore the driver's responsibility to keep children calm and entertained while in the car without impacting on the quality of their driving.

## Driving with a baby on board

For new parents it can be extremely nerve racking to drive with a baby in the car. It may be worth investing in an in car sign saying "Baby on Board" - that way all drivers around will know that one is driving with a baby and why one may be driving more cautiously than usual. One must not drive with a baby on your lap. One can get really good baby car seats (See [www.wheelwell.co.za](http://www.wheelwell.co.za)) which also make it easier to move a baby around while they are asleep. It is safer to fit a baby seat into the rear of the car and not onto the front seat albeit that in certain instances it is acceptable. If a car has front passenger airbags refrain from putting a baby seat in the front - it isn't safe unless the airbag has been deactivated. Baby seats that fit into a car facing backwards are a lot safer than those that face forwards as they protect the baby's neck and head in an accident.

MIOSA WELCOMES  
NEW SUBSCRIBERS

The following dealers/service providers have joined the Transaction Protected Project of the MIOSA recently:

## DEALER GROUPS

## AMH

CHERY BOKSBURG  
HYUNDAI HILLCREST  
HYUNDAI SHERWOOD DURBAN  
KIA RANDBURG  
POLOKWANE MULTIFRANCHISE THORNHILL  
PORT ELIZABETH MULTIFRANCHISE  
PROTON EDENVALE  
PROTON MENLYN  
ROODEPOORT MULTIFRANCHISE  
TATA HIGHLANDS NORTH  
TYGERVALLEY MULTIFRANCHISE

## AUTO PEDIGREE

AUTO PEDIGREE EDENVALE  
AUTO PEDIGREE KRUGERSDORP  
AUTO PEDIGREE PRETORIA  
AUTO PEDIGREE SHELLY BEACH  
AUTO PEDIGREE STRIDDOMPARK  
AUTO PEDIGREE VANDERBULPARK (VH BLVD)

## BB GROUP

BB NISSAN LOUIS TRICHARDT

## HATFIELD VW GROUP

HATFIELD VW COMMERCIAL  
HATFIELD VW MAN TRUCK & BUS

## INSPECTACAR

INSPECTACAR BELLVILLE  
INSPECTACAR BRITS

## MC CARTHY

HINO MOBENI  
HINO PINETOWN  
NISSAN RANDBURG PRE-OWNED  
UD TRUCKS ALRODE  
VW/AUDI PRE-OWNED ANNILIN  
VW/AUDI PRE-OWNED STELLENBOSCH

## SUPERGROUP

AUTO BALTIC MIDRAND  
FIAT ALFA ROMEO MIDRAND  
GWM BOKSBURG  
GWM MIDRAND  
JAGUAR BOKSBURG  
UD TRUCKS RUSTENBURG

## IMPERIAL GROUP

CARGO CID MEADOWDALE  
CARGO COMMERCIAL VEHICLES KLERKSDORP  
DURBAN CARAVANS PINETOWN  
HINO GERMISTON  
HINO NELSPRUIT  
IMPERIAL GM ISANDO  
IMPERIAL ISUZU TRUCKS ISANDO  
IMPERIAL NISSAN PAROW  
INTERNATIONAL BLOEMFONTEIN  
INTERNATIONAL POLOKWANE  
INTERNATIONAL WADEVILLE  
JAGUAR BLOEMFONTEIN  
LAND ROVER GEORGE  
LINDSAY SAKER HYDEPARK  
MAGNIS UD TRUCKS PRETORIA

MAN TRUCK & BUS CITY DEEP  
MERCEDES BENZ  
COMMERCIAL VEHICLES WADEVILLE  
MERCEDES-BENZ  
COMMERCIAL VEHICLES BOKSBURG  
MITSUBISHI GEORGE  
MULTIFRANCHISE KIMBERLEY

## INDEPENDENT DEALERS

HARLEY DAVIDSON CAPE TOWN  
INFINITY CAPE TOWN  
MALMESBURY MOTORS  
MILNERTON NISSAN  
PRIMO EXECUTIVE CARS EDENVALE  
S4 AUTO CAPE TOWN  
THRIFTY CAR SALES GEORGE  
THRIFTY CAR SALES PLUMSTEAD  
WATERBERG TOYOTA BELA-BELA  
WATERBERG TOYOTA MODIMOLLE

## SERVICE PROVIDERS

## BOSCH

BC DIESEL NELSPRUIT  
BIRCHENO MOTORS PINETOWN  
DANIE AUTO & TUNE UP  
CLINIC KIMBERLEY  
EURO DIESEL SERVICE SANDTON  
SERVICE CENTRE FOURWAYS  
FST AUTO SERVICE SOWETO  
KZN AUTOSPORT DURBAN  
MIDWAY AUTO SERVICE MIDRAND  
MMUSHA MEGA TYRE SERVICE MOKOPANE  
MOTOSERVE TECH RUSTENBURG  
PREMIER MOTORS DURBAN  
RIET RIVER MECHANICAL VERULAM  
SHALDEN'S AUTO CENTRE BRAIRDENE  
T'N A AUTO SERVICE CENTRE POLOKWANE  
SERVICE CENTRE TRICHARDT  
ZAMKWANDA TRADING UMLAZI  
ZULULAND DIESEL 7 AUTO SERVICE EMPANGENI

## CAR SERVICE CITY

CAR SERVICE CITY CENTURION  
CAR SERVICE CITY EAST LONDON  
CAR SERVICE CITY FOURWAYS  
CAR SERVICE CITY ILLOVO  
CAR SERVICE CITY LINMEYER  
CAR SERVICE CITY LYNNWOOD  
CAR SERVICE CITY MIDDELBURG  
CAR SERVICE CITY PE NORTH END  
CAR SERVICE CITY SEA POINT  
CAR SERVICE CITY SUNNINGHILL

## IMPERIAL GROUP

SAFARI CENTRE MEADOWDALE

## UNITRANS

WILLIAMS HUNT TRUCK & PARTS CENTRE  
PORT ELIZABETH

Article acknowledgement: Eugene Herbert, Advanced Driving cc.

## DEALER

Protect



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## FORD MOTOR COMPANY RECEIVES CAR MAGAZINES TOP 12 BUYS AWARD FOR COMPANY OF THE YEAR

According to CAR magazine there were several reasons why Ford Motor Company got the vote this year. Under the Top 12 stars – Ford boasts two overall winners, two sub-category victors (the Fiesta ST & Tourneo) and two “also considers”.

It's proof that Ford Motor Company of Southern Africa offers a range of vehicles that combine engineering tech, build quality, driver appeal and desirable and coherent aesthetics with sensible pricing.



Left To Right: Rella Bernardes (Ford); Neil Piper (CAR Magazine Publisher); Gavin Goughly (Ford) and Alan Hutcheson (Tracker)

Article acknowledgement: Ramseymedia

## BLUE CHIP DEALER GROUP

### WELL ESTABLISHED CAR DEALERSHIPS IN THE WESTERN CAPE JOIN FORCES

The Blue Chip Dealer group is an association of quality car dealerships with a common bond in integrity operating in Cape Town and the Western Cape. Dealers belonging to this association share common interests and support one another through integrated trading.



All these dealerships are well-established and comply to the highest possible standards and work ethic. The joint stock selection will exceed one thousand vehicles. By doing business with a member of the Blue Chip Dealer group, you are assured of a professional, quality purchase with the best after sales service. Membership of this group is by invitation only, thereby ensuring the continued high standards of the Blue Chip Dealer Group.

Robby Roberts; Andre Groenewald and Eddie Nortier Snr

For More information phone Eddie Nortier at 083 629 1736

## REVIEW OF THE PAST 3 MONTHS

### FEBRUARY 2014 – APRIL 2014

The public holidays in April have caused the incoming telephone count to drop considerably. Incoming telephone calls increased over the past 3 months in comparison to the same period the previous year.

A total of 11 262 calls were received between February and April 2014 which is an average of 170 calls per working day, compared to a total of 10 129 calls received in the same period last year.

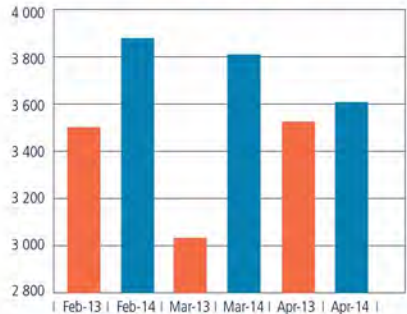
*NB: OUR CALL CENTRE IS OPEN BETWEEN 13:30 AND 15:30 MONDAYS TO FRIDAYS.*

Leanne Lubbe -

Personal Assistant to the Ombudsman

## DAILY INCOMING TELEPHONE CALL TRAFFIC

(COMPARISON FEBRUARY 2013 – APRIL 2013 & FEBRUARY 2014 – APRIL 2014)



■ Incoming Calls February 2013 – April 2013      ■ Incoming Calls February 2014 – April 2014

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