

Golden Arrow Buses renews contract with Tractor Outdoor and Corne Krige Outdoor

Issued by [Tractor Outdoor](#)

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"We have been partnered with Golden Arrow for almost five years and are pleased that they have extended our contract for a further term," says Simon Wall of Tractor Outdoor.



"Over time we have built up a formidable bus advertising portfolio across the country and are proud to now be the only provider of full bus advertising that can fulfil a national brief in South Africa. Golden Arrow is Cape Town's largest and oldest public bus company. The fleet is comprised of just over 1,100 buses and commutes just over 250,000 commuters daily with 900 routes covering the entire Cape Town Metro. There is no other public bus network with this reach in the region.

"In addition to extending our agreement they have allowed us to utilise just the backs of the bus which are far more cost-effective and appeal to advertisers with less budget but looking for a wider reach and frequency campaign," says Wall

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