

# National survey reveals Tiger Wheel & Tyre dominates market in tyre fitment category

Issued by [Tiger Wheel & Tyre](#)

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The results of The Times Sowetan Shopper Survey 2017 are in and they reveal that Tiger Wheel & Tyre continues to dominate the Tyre Fitment category, with what the publisher describes as its "standing in both the market place and in people's heads."



This is the ninth time that Tiger Wheel & Tyre has come out tops in the Tyre Fitment category of this annual, national survey conducted by the Sowetan and The Times newspapers in association with leading research house TNS.

"At Tiger Wheel & Tyre we always look forward to the business intelligence provided by The Times Sowetan Shopper Survey, and the measure it provides us of our brand equity," said Group Marketing Executive, Joe du Plooy. "It's great to know that we're doing right by the market, and it motivates us to continue working hard and innovating to stay at the top of our game."

To learn more about Tiger Wheel & Tyre, its products, services, and what makes it the most award-winning brand in its industry, visit the website [www.twt.to](http://www.twt.to). You can also shop online, and online shoppers have the exclusive ability to "Book A Bay" online, to have their newly purchased products fitted and services performed at the time and store of their choosing. What's more is that right now, all services purchased online are subject to a huge, 40% launch discount.

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At Tiger Wheel & Tyre, we make auto-fitment our business! We care about your safety and that's why we offer only the best in quality brands, matched with expert advice and service excellence that's honest, convenient and affordable.

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