

Tiger Wheel & Tyre and Michelin ready for the festive rush

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Tiger Wheel & Tyre and Michelin are gearing up for the holiday rush and together are offering exciting specials as road users prepare for their big getaways.



With the purchase of any two Michelin tyres from your nearest Tiger Wheel & Tyre you will receive a free Michelin branded Hydration Jug. If you purchase any four Michelin tyres, you'll drive off with a collapsible 40-can Cooler- a sure-fire way to stay cool this festive season. This summer, Tiger Wheel & Tyre and Michelin have placed the emphasis on the importance of safety on the roads with a highly innovative, animated TV campaign that features Bibendum - the famed Michelin Man - coming to the aid of motorists in wet weather by replacing their faulty tyres with Michelin Energy Saver Tyres.

This safety initiative forms part of Michelin's new global advertising campaign. Inspired by the brand's grand tradition of advertising - Michelin France has chosen a fully animated presentation for its new advertising campaign, to explain to consumers the benefits of choosing the right tyre.

"Energy Saver Tyres are a great choice as holiday-makers prepare for their road-trips," says Joe Du Plooy, Marketing Executive at Tiger Wheel & Tyre. "Not only can consumers look forward to reducing their fuel consumption, but safety in wet weather conditions is also significantly enhanced."

The Michelin Energy Saver delivers enhanced braking power, extended tread life and superior fuel efficiency, effectively putting money back in your pocket. This fantastic Summer promotion is underway until 31 December 2011, at all Tiger Wheel & Tyre stores in Southern Africa. So best avoid the rush and get to your nearest Tiger Wheel & Tyre today, while stocks last, terms and conditions apply.

For further details on store locations or to browse wheel and tyre promotions now on, log onto www.twt.to or via your mobile phone on twt.mobi.



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