

Trentyre opens on-site services at Hyundai dealerships

Already well established in the mining and truck fleet market, Trentyre's traditional on-site tyre management services are, for the first time, being utilised in the consumer market. An exciting contract with Hyundai East Rand has seen Trentyre setting up on-sites at three Gauteng dealerships - Boksburg, Bedfordview and Germiston.



Roland Grobler, Trentyre regional manager for Gauteng, said the Hyundai on-sites were a new opportunity for the company and an innovative response to market needs. "These Hyundai dealerships were being serviced by one of our competitors. We, too, would traditionally handle this type of service from one of our branches, but by being on-site you provide a focused service, eliminating risks and time constraints.

Many opportunities

"There are many opportunities in the marketplace. In Trentyre Gauteng we will explore any avenue that adds value to our business and that of our client base. The Hyundai on-sites fall under the control of Trentyre Boksburg, whose business manager, Angi Iannetti, has been with Trentyre for 22 years and is rather innovative in his business thinking," Grobler said.

It's not simply the scale and setting that make consumer on-sites so very different from Trentyre's usual mining and commercial on-site business. It's the all-important human contact too. "While there is virtually no public interaction on mines and commercial operations, in the consumer market, we are involved with our on-site customers, in this case Hyundai East Rand, as well as their clients, the Hyundai owners. Although we play largely a mechanical and technical role, our on-site team needs to have good people skills too."

High quality service

The Trentyre teams, stationed permanently at each dealership, consist of business manager Angi Iannetti and the permanent on-site wheel alignment technicians Hermanus Steyn at Hyundai East Rand Mall, Edward Raphala at Hyundai Bedfordview, and Judith Maime at Hyundai Germiston. The technicians do all the required wheel alignments for Hyundai East Rand, as well as any balancing and fitting of tyres that may be required in the operation.

"By maintaining a professional service to Hyundai East Rand, we hopefully will be able to grow our business relationship into the future," said Iannetti. "It is a question of getting back to basics and giving service of the highest quality."

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