

Tokollo's new *Ezimnandi* music video is making waves

Issued by [Tiger Wheel & Tyre](#)

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South African kwaito star Tokollo "Magesh" Tshabalala is making waves with his newly released music video for the song *Ezimnandi* from his album, *Heist*, which was nominated for an award in the category Best Kwaito Album in the 2013 Metro FM Music Awards.

The *Ezimnandi* (meaning "the good things") music video features Tokollo doing what he does best, being his charismatic, hip self and enjoying the good things in life. In this case the good things centre largely on the new set of wheels and Hankook tyres that Tokollo pimps his sweet ride with, at the Tiger Wheel & Tyre store in Fordsburg, Johannesburg.

This thoroughly entertaining music video, which is richly reflective of the kwaito street culture, was written, produced and its storyline directed by producer Monde Dube.

As to why he chose to film the music video at a Tiger Wheel & Tyre store, Dube says: "I understand the culture of alloy wheels and the tyre community and Tiger Wheel & Tyre is a lifestyle partner that people in the kwaito culture can relate to. When people purchase a product they want to go somewhere that is reputable. Tiger Wheel & Tyre has this and we wanted to align the kwaito brand with it."

Tiger Wheel & Tyre was quick to see Dube's point of view and how well the kwaito culture and the alloy wheel culture dovetail and gave the creative producer free reign to film at its Fordsburg store.

Comments Tiger Wheel & Tyre marketing executive, Joe du Plooy, "It was a real privilege to host a hugely talented artist like Tokollo 'Magesh' and his team at one of our stores and we are honoured that he and Monde have given Tiger Wheel & Tyre the kwaito stamp of approval."

The new *Ezimnandi* music video premiered on Friday, 22 February 2013, and will be aired on Channel O, e.tv, SABC 2 and other local channels. It can also be viewed online on YouTube under the video title "Tokollo Magesh Ezimnandi".

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