

Tyres and your safety: When it doesn't make sense to save cents

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Tiger Wheel & Tyre is speaking out in support of the South African Tyre Manufacturers Conference (SATMC), which plans to take its complaint over cheap tyre imports to SA's International Trade Administration Commission.



"When our market is flooded with inferior-quality imports, nobody wins," said TiAuto Group Marketing Executive, Joe du Plooy. "Not reputable tyre manufacturers, nor tyre retailers and most certainly not the consumer, who stands to lose the most when poor quality tyres fail under normal operating conditions."

Among the concerns cited by SATMC is the fact that tyres sold by illegal importers are not suited to South Africa's road and environmental conditions, which the organisation says has resulted in tyres exploding while vehicles were in motion.

"Big-name tyre manufacturers invest heavily into research and development, which results in better engineered, longer-lasting, better performing and safer tyres. I wouldn't personally consider a tyre that isn't backed up by extensive research and proven performance," added du Plooy.

It begs the question: When you have to replace your illegally imported tyres more frequently and sacrifice your safety to save a buck, are you really saving? Probably the best way to answer that question is to head to Tiger Wheel & Tyre and compare price and quality firsthand.

Tiger Wheel & Tyre offers a wide range of tyres, backed by the full weight of their manufacturers' warranties and reputations. Brands include: Continental, BF Goodrich, Goodyear, Michelin, Yokohama, Pirelli, Hankook and Velocity. There's also the peace of mind that comes from knowing that trained professionals have fitted your tyres, so there's zero compromise on safety.

Browse the brands or find your nearest store online at www.twt.to.

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