



VISION STATEMENT

To be the partner of choice and a leader in the heavy commercial vehicle market of Southern Africa by offering best-in-class products and bespoke solutions that offer low-cost ownership for transporters.

MISSION STATEMENT

To support the movement of goods from A to B safely and efficiently.

Our continued success depends on:

- Acting as a Mobility Partner for transport companies, a System Partner for vehicle builders and a Trusted Partner for distributors and workshops.
- Continually improving productivity, quality and innovation while paying attention to competitive costs.
- Focusing on customer satisfaction.
- Treating all stakeholders with respect, dignity, and integrity, starting with YOU!

Therefore, we value:

- Professionalism and ethics in our conduct
- Flexibility in our approach
- Empowerment of our people
- Our social responsibilities
- A positive impact on our environment



Managing Director