



Tirepoint's Blueprint is a graphically represented algebraic formula for success consisting of 24 principles that define the Tirepoint culture and drive the behaviour of all Tirepoint employees



**We took the "y" out of tire**

Our mission statement, "Satisfying Customers is our Ultimate Challenge", captures Tirepoint's primary motivator, namely consistently exceeding customer service expectations whilst delivering first class products at competitive prices and equally importantly, a distinctive competitive advantage for our customers.



**TIREPOINT**

*Satisfying Customers Is Our Ultimate Challenge*

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## IT ALL STARTS WITH THE CLIENT

At Tirepoint we are acutely aware that our success depends upon the satisfaction of our clients. We understand that clients' needs are varied and diverse and that is why Tirepoint's products and services are tailored to suit these unique requirements.

Innovation is a key driver in Tirepoint and the company continually explores new and imaginative methods of bringing resourceful new combinations of services that offer the client sustainable cost savings and value added benefits.

## ABOUT TIREPOINT

Tirepoint currently operates in the Cape, Gauteng, KZN and Mpumalanga regions. The company has an exceptionally strong foundation of tire industry related experience and adheres to good business practices created to place the customer first and consistently provide customer satisfaction.

From the outset the founders of Tirepoint recognised their own, the country's and the Government's desire to support the previously disadvantaged. With that in mind Tirepoint set out to seek the right BEE partner. This search culminated in Tirepoint management forging a relationship with Makubalo Holdings (Pty) Ltd, a 100% Black owned enterprise. This partnership now affords Tirepoint the opportunity to provide genuine BEE solutions to clients. Tirepoint is a fully compliant BBBEE service provider with an accredited rating through Emex.

It is our assertion that products have become increasingly difficult to differentiate in terms of quality and price and the market has become increasingly segmented requiring passionately motivated people with the necessary specialist skills to satisfy clients' commercial and technical requirements.

Tire price inflation is a reality and mitigating the negative effect on customers' operating costs requires innovation and skillful management to deliver sustainable and controlled tire costs. As an independent, multi-branded organization with strong supplier relationships Tirepoint is positioned to consistently provide exactly what our clients need.



### People

The commercial tire business is not just about tires, it is also about people. The right people with the right kind of passion for delivering the best products, at great value, backed up with faultless client service and support. We believe in building long-lasting relationships with our staff, clients and suppliers. This contributes to everyone's success.

### New tires

Tirepoint is a multi-branded supplier of quality passenger, LDV, truck and OTR tires to suit all price ranges and applications.

### OTR tires

Tirepoint has invested in application specific crane trucks and experienced operators and service staff for a complete earthmover tire service. Tirepoint stocks several brands of OTR tires and OTR retreading is also available.

### Retreads

Tirepoint supplies a wide range of retread products suitable to all applications. These products include Leader Tread retreads and the Marangoni Ringtread. Stock retreads in all sizes are available.

### Accessories and rims

All tire related accessories, tools and equipment, as well as quality steel and alloy rims for a wide range of vehicles, are available from Tirepoint outlets.

### Tire Performer Software

The Tire Performer is the ultimate in tire management software, enabling full tire tracking and offering comprehensive management reporting capabilities. The software is specifically designed to record and monitor all tire related events from tire purchasing to tire scrapping and roadside breakdowns. Meaningful graphs and tables provide the simple yet critical information necessary for professional tire management and operational efficiency.

### Tire Management

Tirepoint's tire management division is staffed by trained and experienced personnel capable of providing a wide range of solutions for any customer's tire management needs. The division is driven by a desire to control tire costs, improve tire performance and maximize vehicle utilization thereby reducing the customer's cost per kilometre and building a sustainable, mutually beneficial long term relationship.

### Tirepoint Mileage Plan

Tirepoint Mileage Plan is a dedicated tire leasing and cents per kilometre (CPK) solutions provider focused on longer term contractual relationships with professional transport operators. Such solutions provide for the ultimate in tire management outsourcing, simplifying the customer's tire related staffing and budgeting significantly.

### Mobile Wheel alignment

Tirepoint employs trained and experienced mobile wheel alignment technicians fully equipped to provide professional on-site wheel alignment services. Wheel alignments are undertaken at the customer's premises for added convenience.

### Roadside breakdown assistance

24/7/365 emergency roadside breakdown services are available throughout South Africa via our dedicated call centre.

### Technical field support

Tirepoint offers extensive technical field support such as fleet tire surveys, scrap tire analysis, load and route studies.

**TIREPOINT  
PRODUCT  
OFFERING**