

Have your say in the 2019 Cars.co.za Consumer Awards

WesBank encourages consumers to have their say in the 2019 Cars.co.za Consumer Awards.



Image supplied by motorpress.co.za

By combining the views and opinions of credible industry-associated experts, personalities and celebrities, together with those of South African car owners - the Cars.co.za Consumer Awards powered by WesBank provides a trusted voice for consumers to consider when making that imperative car buying decision.

Conceived to be South Africa's definitive automotive awards initiative, the Cars.co.za Consumer Awards have grown considerably in stature, reach and influence since their inaugural event in 2016 and the awards event itself has become a star-studded and energetic highlight on South Africa's social calendar.

"We are very excited to once again be in partnership with one the most highly rated industry events in the automotive sector and encourage all South African car owners to take part to ensure that the final results are as meaningful as possible," said Ghana Msibi, WesBank's executive head of sales and marketing.



Testing underway for Cars.co.za Consumer Awards

20 Nov 2018



"Vehicle purchases are amongst the biggest that consumers are likely to make in their lifetime. Initiatives such as this offer credible opinions on the types of cars and features available in the market, and in so doing help consumers make informed decisions when choosing a new or used vehicle," says Msibi.

According to Hannes Oosthuizen, consumer experience manager at Cars.co.za, “Consumers are integral to the awards process as they have an opportunity to share their own experience not only with us as Cars.co.za, but also the industry overall - it is therefore important that as many consumers as possible take part and have a say where it actually matters”.



2018/19 Cars.co.za Consumer Awards finalists announced

8 Oct 2018



“As South Africa’s largest vehicle and asset finance house we want to align our brand with impactful industry initiatives, especially those that put us in such close connection to consumers. Owning a car is still very much a sentimental decision for many consumers, and it is important for consumers to be clear about their car purchase decisions, and the financial commitments they are getting into when buying a vehicle”, says Msibi.

To participate in the Cars.co.za Ownership Satisfaction Survey, go to <http://www.carsawards.co.za>.

For more, visit: <https://www.bizcommunity.com>