

Bobcat chooses Foton



To assist its service teams operating on farms, construction sites and other off-road locations, Bobcat Equipment SA has chosen Foton for its fleet – with 10 new Tunland pickups recently recently delivered.

"The Foton Tunland pick-ups were selected for use by our service teams after we had undertaken practical

evaluations of both the double and single cab models," says the acting managing director of Bobcat SA, Andrew Lai.

"The decision was based on our long relationship with the Imperial Group and the Tunland's value-for-money proposition. The fact it uses an engine from Cummins, one of the major players in the construction equipment industry with a reputation for reliability and durability, was another plus factor.

"Our type of operation places heavy demands on the vehicles used by our field service personnel and that is why we selected the Tunland Off-Road model which was introduced locally about a year ago."

The Tunland Off Road models do not have four-wheel drive but a limited slip differential and high riding body, with 220 mm of ground clearance, and

the 2,8-litre four-cylinder Cummins ISF turbo-diesel engine produces 96 kW of power and 280 Nm of torque, means they are well suited for operating in off road conditions.

Keen pricing makes the latest additions among the least expensive premium single cab pick-ups on the local market with the Comfort model, as selected by Bobcat for its fleet, coming with a comprehensive list of standard equipment including air-conditioning, power windows, a multi-function steering wheel with Bluetooth, an audio system with a radio/CD/MP3 player and AUX and USB audio inputs as well as attractively-styled 16-inch aluminium alloy wheels.

Not only can the single cab Tunland Off Road carry a payload of 1 130 kg in its reinforced load body, but it can also tow a braked trailer weighing up to 2,5-tons.

Complete care

With so much to choose from in terms of new product on the market, retaining fleet owner loyalty is heavily dependent on the entire sales experience and GM South Africa is recognising this by ramping up its customer focus.

It has introduced the Complete Care programme for new and existing customers – a comprehensive after sales program, which provides a wide range of services, including:

- A warranty of up to five years or 120 000 km for new buyers
- Free 24/7/365 Roadside Assistance
- Maintenance Servicing by GM-certified technicians

- Customer Care Center support
- Complete Service Mobile Apps

"Chevrolet, Opel and Isuzu have a line-up of great-value, high-quality vehicles," says Brian Olson, vice-president Vehicle Sales Service and Marketing at GMSA. "With Complete Care, we are delivering an outstanding ownership experience to match."

With Roadside Assist, customers in South Africa benefit from a wide range of features including free accommodation or car rental, safety at roadside and repatriation of vehicle to either home or work once repairs have been completed. Other services include assistance in changing a flat tyre, opening the vehicle if the keys are locked in and even fuel assistance.

Beyond just introducing customer-oriented services, GMSA is reinforcing its commitment to continuously improve its dealer network in South Africa.

All GMSA service centres are equipped with a complete range of equipment



and analytical systems to carry out maintenance and repairs.

In addition, GMSA provides approximately 40 000 hours a year of regular and extensive training for all service personnel – from technicians to non-technical employees.

"Prior to the launch of each new product dealers have to go through a launch readiness programme which includes new model introduction and aftersales readiness," says Olson.

"Our ultimate objective is to drive GM authorised service centres to deliver 'manufacturing standard' service and to ensure transparency in our service procedures."

fleetsolutions

Find the right
Fleet Management Service
Provider for Your Business

www.fleetsolutions.co.za