

• *advertorial*



Heinro Shamrel, WestVaal group CEO, Pertunia Sibanyoni, InspectaCar CEO, and Ghana Msibi, WesBank General Manager WesBank Motor & Insurance, cut the ribbon.



The Dealer partners are Jason White (JV head), Lou Trigaardt, (Motovantage Insurance), Pertunia Sibanyoni (InspectaCar CEO), Robbie Stark (IDA), Elrica Gilmore (Motovantage), and Carl Hand (Motovantage).

# Flagship car dealership opens

**Auto info** - InspectaCar Klerksdorp opened its doors to the public last week and this gleaming dealership is the company's flagship.

Pertunia Sibanyoni, InspectaCar CEO, said in her opening address it is impossible to not get a little sentimental at an event like this.

"Who would have thought, back in 2002 when the very first InspectaCar dealership opened in Pretoria, that 16 years later we would be standing under the roof of this premium dealership, the epitome of our brand's journey to greatness," she said.

She described the changes in the used car industry getting quality stock at a good price, fighting the stereotyped reputation of the used car salesman, standing out from the crowd, and being visible online.

"At InspectaCar, we understand these challenges

and we're constantly working to give our franchisees the edge. We have a robust business model that focuses on access to stock affiliations with car hire agencies and de-fleets from OEMs, which gives our customers confidence that we offer trusted pre-owned cars. We also offer an attractive floor plan interest rate at inception and allow the dealer to allocate 100% of the cost of the vehicle acquired through our auction houses.

"When it comes to reshaping the used car salesman's untrustworthy image, InspectaCar is equipped. Our franchisees have a formidable head

start with the WesBank brand backing them, together with our tireless efforts to build our reputation of trust and quality through brand marketing initiatives and service excellence on the ground - these are the ingredients that make us stand out from the crowd.

"Add preferential InspectaCar Financial Services to the mix and we are living our brand promise of "second-hand will never feel second best", making us a very strong contender for any used car buyer. "

She said they had a record month in October 2017, which means they're doing something right.

The InspectaCar Klerksdorp team are Mackie Van Der Berg, Franchise executive, Justice Carstens, sales manager, Jake Janse Van Rensburg, Sales, Marco Buitendag, Dealer Principal, Monique Jansen Van Vuuren (F&I), Koos Van Tonder (Sales), Ruben Namane (Sales) and Heinro Shamrel, (WestVaal group CEO).

