



G.U.D. Holdings

LEADERS IN AUTOMOTIVE PRODUCTS

SAFELINE EXPANDS BRAKE OFFERING

Issue 3 - September 2017



**FRAM USA RENEWS SA
LICENSE AGREEMENT**

**G.U.D. HOLDINGS
ANNOUNCES NEW CEO**



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G.U.D. HOLDINGS ANNOUNCES NEW CEO

G.U.D. embarks on a new era of leadership from July 2017. We bid farewell to Red Shuttleworth in his executive capacity of CEO with the commencement of his early retirement.

Chris Haworth, G.U.D.'s former COO, has been appointed Red's successor as CEO. "I have full confidence in Chris, he is an exceptional leader and will add value to G.U.D. Holdings in his position as CEO. I would like to assure both our internal and external stakeholders that we value their support and will continue to offer excellent service and premium products." says Red Shuttleworth.

Under his 19 year leadership, Red Shuttleworth, transformed G.U.D. Holdings presence within the automotive industry. Particularly during the past four years when the company embarked on a expansion strategy to diversify and grow its product offering through the acquisition of several leading South African companies, including Safeline Brakes, Indy Oil and Precision Press. G.U.D. also expanded beyond our borders through the establishment of a dedicated Africa Division in the company.

Red Shuttleworth will continue his involvement with G.U.D. Holdings as a Non-Executive Director.



Red Shuttleworth (left) congratulates Chris Haworth (right) on his new position as CEO of G.U.D. Holdings

FRAM USA RENEWS SA LICENSE AGREEMENT

For more than fifty years the World's Foremost Filter brand have kept South Africans engines revved up. The international filter brand is synonymous with a legendary racing heritage backed by quality and reliability. Since 1979 G.U.D. Holdings have had the privilege to manufacture and market this iconic brand in South Africa, establishing with it a loyal local customer base.

FRAM USA have once again put their faith in us to keep the FRAM flag flying high by renewing our license to manufacture FRAM Filters in South Africa.



Ian Law, G.U.D. Group Sales & Marketing Director (right) with FRAM USA representatives

SAFELINE EXPANDS BRAKE OFFERING

We are continuously motivated to develop and expand our Safeline brake offering, knowing that the safety of motorists and their families are in our hands.

Safeline Brake Discs

The addition of Safeline brake discs to our range complements our most popular brake pads to provide the safest braking combination.

Safeline brake discs are manufactured under stringent ISO TS16949 standards and every brake disc undergoes strict metallurgical and mechanical testing. Our brake discs also comply with SAE J431, G3000 grade, the international standard for brake discs.

It wasn't enough to just have an OEM quality brake disc; we wanted to ensure it had complete stopping power when it matters the most. To achieve that, we conducted an AMS FADE TEST to determine the braking capabilities of our brake pad and disc combination against three well known competitor products. Using an

AMS dynamometer, Safeline and the three competitors were measured against 10 stops at 100km per hour.

The results were impressive! The AMS FADE TEST concluded that Safeline's stopping distance was 9m shorter than the nearest competitor. At Safeline's longest stop of 49m, vehicles fitted with competitor brake discs and pad combinations were still travelling with speeds up to 43km/h. Safeline outperformed the competition and proved that our brake pads and discs combination are the shortest stop to safety.

"We have also kept our workshop customers in mind when developing our Safeline brake discs. Our discs are sold in singles and the disc part number system is linked to the corresponding brake pad to assist mechanics in purchasing the correct brake disc for their application." – Ian Law, Sales & Marketing Director.

Safeline Brake Cleaner

We are excited to introduce our Safeline brake cleaner to complement the fitment of our range of brake pads and brake discs.

The Safeline brake cleaner is a non-chlorinated, heavy duty cleaning agent for the removal of grease, dirt, dust and oily residue from brake discs, drums, brake calipers and cylinders. The brake cleaner is packaged in a convenient 500ml aerosol can for quick and easy cleaning of brake parts.

With its close proximity to the ground, the wheel assembly is constantly exposed to dust and debris from the road surface as well as brake pad wear residue. These contaminants create dirt build-up within the wheel assembly and can affect the braking system.

Safeline Brake Fluid

The third new addition to the Safeline range is brake fluid. The brake fluid is blended with high quality solvents that contain corrosion and oxidation inhibitors to ensure a long service life and performance.





AutoZone Blackheath salesperson promotes the Safeline brake cleaner in store

The Safeline brake fluid exceeds the SAE J1703 and DOT 4, two internationally recognized quality standards. Safeline brake fluid is suitable for use in both disc and drum brake systems requiring both DOT 3 and DOT 4 fluids.



G.U.D. HOLDINGS EXHIBITS AT THE NAACAM SHOW 2017

NAACAM hosted their inaugural exhibition show on 5-7 April 2017 at the Durban ICC in KwaZulu Natal. The show aimed to grow the automotive component and related manufacturing sectors in South Africa. The event attracted hundreds of automotive industry members who engaged and networked with each other.

The NAACAM Show was a great platform to showcase our brands, range of products and capabilities to vehicle manufacturers. Our custom designed stand captured the attention of visitors with our bold branding and product displays. "We've had a fantastic experience exhibiting at the NAACAM Show. The response from key industry decision makers about our products has been phenomenal. We look forward to developing and growing these new relationships." responds Ian Law, Sales & Marketing Director.



Warren Botha G.U.D. KZN regional sales manager at the G.U.D. exhibition stand at the NAACAM Show and Matthew MacDonald, G.U.D. Industrial Sales Representative

G.U.D. SWEEPS UP SUPPLIER AWARDS

We attended the Africa Automotive Aftermarket Solutions Supplier of the Year Awards in 2016.

Furthermore we were recognized for our excellent service delivery by being awarded the NAPA Supplier of the Year Award. We were also

nominated as a finalist for the PIA Supplier of the Year Award.

Our winning streak continued when we were awarded the prestigious AutoZone Supplier of the Year Award for the fourth consecutive year!

"It gives us great pleasure to be acknowledged by our esteemed distributors for our commitment to service excellence, which is supported by a company of passionate employees." says Ian Law, Group Sales & Marketing Director, G.U.D. Holdings.



Ian Law, Sales & Marketing Director, G.U.D. (2nd left) and Red Shuttleworth, Non-Executive Director, G.U.D. (right) proudly accepts the Autozone Supplier of the Year Award



G.U.D. Holdings Executives are presented the NAPA Supplier of the Year Award

G.U.D. HOLDINGS EXECUTIVE GOLF TOUR

Our G.U.D. Holdings Executive Golf Tour took place from 20-23 April 2017 across three magnificent golf estates in KZN. Durban, also known as South Africa's playground, did not disappoint our golfers; as their days dawned clear and sunny promising a fantastic day of golf ahead. 26 representatives from our loyal distributors teed off on the beautiful 18 hole courses at the Durban Country Club, Kloof Country Club and Cotswold Downs in friendly competition. The G.U.D. Holding Executive Golf Tour is always an exciting event that brings together great business and friendships.



FILPRO KZN INFORMAL MECHANICS RECEIVE ONE MILLION RAND WORTH OF TOOLS

Filpro, in partnership with Tirisano Trust and Atlas Copco, a global manufacturer of industrial tools and equipment sponsored one million Rand worth of tools to fifty motor mechanics operating informal service centers in KwaZulu Natal.

“We appreciate the support of Atlas Copco, through their social development funding organisation, Tirisano Trust. Their generous contribution to the programme and the direct benefit to the mechanics will have a huge benefit on their businesses.” says Mboneni Magada, Managing Director, Filpro. Atlas Copco also conducted training to the motor mechanics on the tools and equipment to ensure correct application.

The sponsorship beneficiaries were chosen based on a strict criterion which included participation in all Filpro programmes, formal registration of their business, business improvements to support the transformation of

their informal workshop to a semi-formal workshop etc.

The success of the Filpro Township Mechanics Sponsorship Ceremony promises the beginning of many more exciting initiatives. “At Filpro we are about positive change, to give people the tools they need to empower their lives and the communities that they operate in.” Mboneni concludes.



Filpro's KZN informal mechanics celebrate their tools sponsorship



Mboneni Magada, Managing Director of Filpro gives an impassioned speech about the success of the programme



Sponsored tools and equipment



Ashley Aylott, G.U.D. Eastern Cape Regional Sales Manager, conducts product training



The new Eastern Cape Filpro programme beneficiaries

EASTERN CAPE MECHANICS WELCOME FILPRO PROGRAMME

Filpro continued to grow its presence with the launch of its automotive enterprise development programme to 106 informal motor mechanics in the Eastern Cape last year. They partnered with the Uitenhage Despatch Development Initiative (UDDI), a socio-economic development agency based in Nelson Mandela Bay, for the roll out of the programme over a three year period.

“We are excited to introduce the Filpro Enterprise Development Programme to motor mechanics operating their businesses in the Kwanobuhle, Kwalanga and Despatch

townships. We are confident that the training being offered to them will transform their lives as well as the communities that they run their businesses from.” says Mboneni Magada, Managing Director, Filpro. “It is a privilege to partner with the UDDI who share our vision to empower informal automotive entrepreneurs in the Eastern Cape.”

The programme commenced with product training on automotive filters, brake pads, lubricants and spark plugs. It will be followed by soft skills training which includes basic business management and bookkeeping.



TECH NEWS

With Tim Edwards

PUTTING THE BRAKES ON POOR FITMENT



In this edition of Tech News, I highlight what you should do before you start fitment of your new brake discs or brake pads to ensure optimum performance.



- Brake disc skimming – It is strongly advised not to skim the brake discs in an attempt to flatten the disc evenly. This process reduces the thickness of the disc by removing a layer of the steel which prevents the discs from cooling down efficiently.

The high temperatures the disc will be exposed to can cause warping and cracking of the disc.

Brake Pads

When it comes to changing your brake pads, it is crucial to inspect the condition of the brake discs before fitment.

Here are a few things to look out for when inspecting the brake disc:

- Thickness of the disc – Always ensure the thickness of the disc is above the minimum thickness specification. This can be in the form of a measurement etched onto the disc or indicated with a groove on the circumference of the disc.

- Uneven disc wear – Over time brake discs wear unevenly causing it to be thicker at the bottom and tapered at the top. When fitting new brake pads the tapered end of the brake disc prevents the pad from fitting flush against it. The pad twists in the caliper in attempt to fit against the disc which causes brake squeal. If the wear on the brake disc is significantly uneven, Safeline recommends fitting a new brake disc. Safeline has a range of brake discs that complement their brake pads, offering a complete braking solution.

Brake Discs

The fitment of new brake discs is simple but should be done in a methodical manner with special attention to cleanliness. I recommend performing the following steps to ensure the correct fitment of brake discs.

- Remove dirt build-up – Whenever fitting new brake discs always ensure that the area between the disc and the hub is scrubbed clean to remove dirt build-up. Safeline brake cleaner is an effective detergent that removes grime build-up easily. If you miss this step, the brake discs will not sit flush and straight against the hub.
- Wipe the discs clean – All new brake discs are coated with a protective oil film that inhibits rust formation. It is important to always wipe down the brake discs thoroughly with a brake cleaning agent, such as the Safeline brake cleaner, to remove the oily residue. Failure to do this will result in the brake pads being unable to grip the brake discs preventing proper braking ability.

By following my guidelines above prior to fitment of new brake pads and brake discs, as well as performing the correct method to fit the new parts, you can be assured of a safe and smoother drive.



An example of a brake disc thickness specification



Spray Safeline brake cleaner generously onto the hub to loosen and remove grime build-up



Use a wire scrubbing brush to remove stubborn grime build-up once loosened by the brake cleaner



Safeline's brake pad and brake disc for optimum performance

BRANDS IN ACTION

FRAM AIR FILTER RANGE EXPANSION

Air filters are an essential part of a car's intake system removing harmful contaminants such as dust and soot to improve the air flow in the engine and allow for better engine performance and superior fuel economy.

FRAM's range of air filters are manufactured to OEM standards using high quality media that exceeds recommended vehicle service intervals.

A new range of FRAM Air Filters with increased applications of vehicles is now available.



MAKE	SERIES	YEAR FROM	YEAR TO	FRAM AIR
Volvo	S60	2003	2009	CA10499
Renault	Clio II	2003	2006	CA10250
Peugeot	207	2006	2010	CA10963
Opel	Corsa	2007	2010	CA10211

SEA AND DESERT ACTION ADVENTURE WITH FRAM

The ultimate mans weekend in Namibia was up for grabs from April to July 2017 courtesy of FRAM, in partnership with our distributors NAPA and Midas. 1 of 8 spots for four days of action adventure that includes deep sea fishing, desert quad biking and off road activities await the winners of our lucky draw.

In addition, workshops that fit 20 FRAM service kits will get a two piece FRAM overall set.

BONUS PRIZE

Fit 100 or more FRAM service kits, purchased from any of these FRAM distributors

MIDAS **NAPA** **MIDAS**

and go into a draw to **WIN 1 of 8 four-day ACTION PACKED trips to Namibia**

CONDITIONS: Must show proof of purchase. (Use the box supplied to collect filter boxes to an authorized FRAM distributor. Filter boxes can be recycled with paper.) Prizes limited to a maximum of 1 per workshop. Promotion valid while stocks last. Winners for the Namibia trip will be drawn in February 2016. Winners will make the trip as a group. Only 1 ticket per winner. Prize is non-transferable. Prize will take place in March/April 2017.

Fit 20 **FRAM** service kits

Pop the packaging into the FRAM recycle box (to keep track)

Receive a free 2-piece overall

Getting a FRAM service kit is as easy as 1-2-3...
 ✓ air filter ✓ oil filter ✓ fuel filter or cabin air filter

CONGRATULATIONS TO OUR WINNERS!

GET YOUR BAGS PACKED! YOU'RE HEADING OFF FOR A DESERT ADVENTURE!

G.U.D. NEW PRODUCTS

We have given our range of light commercial and SUV vehicles a boost of fresh air with our recently launched air filters.



Make	Series	Model	Engine	Year From	Year To	GUD Air
BMW (MPV, SUV)	X1 SERIES	20D (E84), 130Kw	N47D20C Cyl 1995 Eng	2010	2015	AG1412
BMW (MPV, SUV)	X3 SERIES	X3 20dX (F25), 135Kw	N47D20C Cyl 1995 Eng	2010	2014	AG1623
RENAULT	SCENIC III	1.6, 83Kw	K4M858 4 Cyl 1598 Eng	2009	2014	AG1421
NISSAN (MPV, SUV)	JUKE	1.5 dCi, 81Kw	K9K 4 Cyl 1461 Eng	2013		AG1416
NISSAN COMMERCIAL	NV200	1.5 dCi, 66Kw	K9K 4 Cyl 1461 Eng	2013		AG1416
JEEP	CHEROKEE III	2.8 CRD, 147Kw	4 Cyl 2777 Eng	2010	2012	AG1477
HYUNDAI (MPV, SUV)	SANTE FE III	2.2 CRDi, 145Kw	4 Cyl 2199 Eng	2013		AG1740
HONDA (MPV, SUV)	CR-V	2.2 i-DTEC, 110Kw	4 Cyl 2199 Eng	2010		AG1687
MAZDA (MPV, SUV)	CX5	2.0, 114Kw	SKYACTIV-G 4 Cyl 1998 Eng	2012	2015	AG1697
JEEP	COMPASS	2.0 16V, 115Kw	4 Cyl 1998 Eng	2012		AG1703
MERCEDES	C CLASS	C350CGi (W204), 225Kw	M276 6 Cyl 3498 Eng	2011	2014	AG1507
MERCEDES (MPV, SUV)	M CLASS	ML350 (W166), 225Kw	M276 6 Cyl 3498 Eng	2012		AG1507
HYUNDAI (MPV, SUV)	TUCSON I	2.0 CRDi, 83Kw	4 Cyl 1991 Eng	2004	2010	AG1356
HYUNDAI (MPV, SUV)	TUCSON I	2.0, 104Kw	4 Cyl 1975 Eng	2004	2010	AG1356
JEEP	GRAND CHEROKEE IV	3.6, 210Kw	6 Cyl 3604 Eng	2011		AG1709

CABIN AIR FILTERS BREATHES NEW LIFE INTO ANY VEHICLE

The cabin air filter is the only filter designed for the passenger and not the engine of a vehicle. Cabin air filters trap harmful contaminants from the air entering the cabin of a car, keeping the air clean and safe to breathe.

Signs of a blocked cabin air filter are:

- Weak airflow entering the vehicle cabin through the vents and air conditioner
- Windscreen and windows remain foggy even when the vents are on full blast
- Unpleasant odours in the car

Our sales representatives took this message to our workshops during spring and summer. We encouraged workshops to fit cabin air filters to their customers vehicles with the launch of our cabin air filter promotion from January – March 2017.

Seeing as summer time is t-shirt time, our G.U.D. t-shirt reward was welcomed by workshops like a breath of fresh air! All they had to do to keep cool in the comfy tee was fit 10 x G.U.D. cabin air filters. We also provided a custom made box to assist workshops in collecting their cabin air filter

boxes to make entering the promotion even easier.

To support our workshops even further we supplied them with a comprehensive list of cabin air fitment locations on various vehicles. If you would like a copy the cabin air fitment chart contact your sales representative to download it onto your computer.

Car Service City Pinetown rack up their cabin air filter entries



Carlton Brake and Clutch takes part in the cabin air filter promotion



The workshop team at German Motors Bloemfontein are kitted out in their G.U.D. t-shirts

DIESEL-ELECTRIC SALESMEN KEPT THEIR EYE ON THE TARGET

Diesel-Electric sales branches were motivated to hit the bulls-eye during February and March 2017 to qualify for their share of shopping vouchers. Sales branches were set individual targets to achieve in order to win R90 000 in shopping vouchers. The promotion was a big success as sales branches worked hard to hit the target and claim their rewards.



GET TRUCKING WITH G.U.D.

We offered our big customers some big rewards for using the winning combination of G.U.D filters and Safeline brake pads. Heavy duty fleets were rewarded with a drimac rain jacket with the fitment of a combination of

G.U.D. filters and Safeline heavy duty brake pads from September 2016 to January 2017. Our heavy duty retailer salesmen were not left out in the rain and had also qualified for the reward.

Renier Bezuidenhout and Jason Roesstoff from General Motors Truck Division with Liam Pringle, G.U.D. Eastern Cape sales representative (centre)



Sugen Naidoo, G.U.D. KZN sales representative with Spartan Truck Hire



Sugen Naidoo, G.U.D. sales representative KZN rewards Ashley from Parts Centre

GUD vs DUD

G.U.D. Filters are made using superior materials and have a range of advanced features to ensure that recommended service intervals are met. G.U.D. will never compromise on the quality of its filters.



All G.U.D. Filters are manufactured to OEM specifications and are backed by a comprehensive G.U.D. Filters Product Warranty - your assurance of great engine protection.

CORROSION-RESISTANT ELECTRO-GALVANISED STEEL



GUD VS DUD AWARENESS CAMPAIGN

Sub-standard filters deceive mechanics twice, once by its appearance and secondly by the poor quality of its internal components. This makes their products not only ineffective but

dangerous as well.

G.U.D. sales representatives are creating awareness about these sub-standard filters which are misleading mechanics and retailers throughout the country. GUD vs DUD posters

were designed and issued to all workshops, spares shops and retailers to educate staff and customers about the dangers of fitting substandard filters.



Brothers Motors staff, KZN are proud to be part of the GUD vs DUD awareness campaign



Jerry of Sebenzani Tune-Up Centre in Lebokwagomo



East Coast Auto Centre staff with their GUD vs DUD poster



Andre from AutoZone Heidedal, Bloemfontein receives GUD vs DUD training

INDY OIL MAKES ELECTRA MINING DEBUT

In the midst of the Digital Age and online interactions, it can be easy to forget that face to face interactions are still the most powerful and valuable way to forge important relationships. To this end, we took the opportunity to showcase the Indy Oil Industrial Division at Electra Mining 2016. Electra Mining is the biggest mining event in Africa, drawing thousands of industry members over five days in September 2016.

Indy Oil Industrial sales representatives wasted no time making new connections with potential customers and strengthening bonds with our existing loyal customer base.

We promoted our specialized range of industrial products such as our hydraulic oils, greases and lubricants at the stand with our experienced Industrial sales representatives offering product specific solutions to customers. We also highlighted our world class product quality, product warranty and excellent levels of service delivery.

"It was an incredible platform to exhibit Indy Oil at an event like Electra Mining with various leading industry manufacturers and suppliers. This opportunity has certainly cemented our commitment to grow our market presence in this highly competitive industry and showcase our extensive product offering." says Derek Torlage, National Sales Manager - Industrial



The Indy Oil Industrial sales team at Electra Mining

// It was an incredible platform to exhibit Indy Oil at an event like Electra Mining... **//**
–Derek Torlage, National Sales Manager - Industrial

INDY OIL PARTNERS WITH HENRED FRUEHAUF



Henred Fruehauf in Newcastle stand behind Indy Oil

Our energies to grow the Indy Oil Industrial Division have begun to show great results. Attesting to that is our contract to supply heavy duty and industrial lubricants and chemicals to Henred Fruehauf manufacturing and retail divisions.

"Henred Fruehauf is renowned in the commercial market for their exceptional semi-trailers and heavy duty machinery; we are very pleased to partner with them in this new venture. Their recognition and support of our Indy brand attests to our high quality lubricant blends and performance." says Derek Torlage, National Sales Manager – Industrial, Indy Oil.

Indy Oil's premium heavy duty and industrial range of gear oils, engine oils, hydraulic oil and greases will be distributed to Henred Fruehauf's network part depots across the African continent.

INDY OIL LAUNCHES FIRST INDUSTRIAL PROMOTION



Our first Indy Oil promotion for industrial customers was met with huge excitement. We offered a free stylish silver banded watch to customers that purchased 10,000LT of Indy Oil industrial lubricants during the promotional period of 1 November - 28 February 2017.

A big thank you to our industrial customers for their fantastic response!



Ian Cooney, KZN industrial sales representative presents Chris Purcell from Evo Lubricants with his new Indy Oil watch



Nadeema Haupt of Premier Milling Blue Ribbon Salt River also qualified for an Indy Oil watch handed over by Guy Letellier Western Cape industrial sales representative

INDY OIL EXPANDS PRODUCT RANGE TO PROTECT ENGINES EVEN MORE

Indy Oil has always produced technologically advanced products to the automotive industry through our range of superior quality engine oils and lubricants. This has created an enormous demand for Indy Oil products and we have responded to the demand by developing a New Engine Cleaner range!

Our diesel and petrol injector cleaner have hit the shelves at all AutoZone stores. In order to create awareness of these new products, Indy Oil mobiles were erected in-store which provided the customer with information on the importance of using the products.



THE SAFEST WINNING COMBINATION HITS THE MARKET

We launched a workshop promotion from November 2016 – February 2017 with the fitment target of 14 x Safeline brake pad sets and 2 x Safeline brake discs to be rewarded with a two piece summer overall for every qualifying entry



Carr In motor mechanic with his Safeline summer overall

FIT THE WINNING COMBINATION!

Fit 14x Safeline Brake Pad sets and 2x Safeline Brake Discs and earn 1x SUMMER 2 PIECE OVERALL

14x

2x

Safeline

SAFELINE BRAKE DISCS OUTPERFORM THE COMPETITION

The Safeline Disc and Pad combination has been put to the test. The results prove that its competitor braking combination comes close to the stopping power of Safeline Discs and Pads.

ABCS Dynamometer test 10 stops from 100km per hour

Competitor	Stopping Distance in metres
SAFELINE	40
Competitor A	50
Competitor B	58
Competitor C	62

Speed at 40 metres

SAFELINE: 40km/h
Competitor A: 41km/h
Competitor B: 42km/h
Competitor C: 43km/h

At Safeline's longest stop of 40m, vehicles fitted with competitor brake discs and pad combinations were still travelling at the following speeds:

Competitor A: 40km/h
Competitor B: 41km/h
Competitor C: 42km/h

When Safeline has stopped, its closest competitor is still travelling at 40km/h!

Safeline



Iqbal from Mototech Auto receives his Safeline overall reward

KAPICO TRADE EVENING PROMOTES SAFELINE

Our loyal Safeline distributor, Kapico hosted their 3rd annual Trade Evening on 14 October 2016. The Trade Evening received a great turn out of over 350 of Kapico's biggest Gauteng customers who were eager to interact with their favourite aftermarket supplier. Safeline's exhibition stand showcasing our

complete braking solution of brake pads and brake discs. The evening allowed customers to interact with our sales representatives and gain further insight on our premium products.



G.U.D. Gauteng sales team, Jerome Supra - Regional Sales Manager and Jan Le Grange, Gauteng Sales Representative at the Kapico Trade Evening

GROWING SAFELINE IN THE TAXI MARKET

One of the biggest achievements of the Safeline brand is seeing it take off in the taxi market.

This demanding industry is the transportation lifeblood of many South Africans. We are humbled by the loyalty of taxi operators for their continued support of Safeline.

We took to the streets in the Eastern and

Western Cape to grow Safeline in that region by partnering with loyal retailers at taxi activations. We identified and teamed up with retailers at 6 taxi ranks for the initial launch. "There's no better way to observe the impact of a product and brand than to interact with the people that sell and fit the products." believes Rob Stone, Group Customer Relationship Manager, G.U.D. Holdings.

We also ran a promotion where taxi drivers were rewarded with a free limited edition Safeline soccer ball when they purchased a set of Safeline brake pads from a participating retailer. The promotion was a big success in establishing new relationships with taxi drivers in that region.



Kevin Hendricks, G.U.D. Western Cape sales representative promotes Safeline



Filpro co-ordinator rewards a taxi driver with a soccer ball



Kevin Hendricks, G.U.D. Western Cape sales representative explains the benefits of fitting Safeline brake pads to a taxi driver in Mitchells Plain



Mario Boyce, G.U.D. Western Cape Sales Representative rewards a loyal taxi owner in Khayelitsha, Cape Town

DISTRIBUTOR EVENTS

AUTOZONE TRADESHOW 2017

Our KZN regional sales team went all out to support AutoZone at their tradeshow on 10 March 2017. Over 300 AutoZone customers and suppliers attended the event to learn more about the

latest automotive news and products. The G.U.D. Holdings stand featured our popular brands, G.U.D. Filters, Indy Oil and Safeline Brake Pads. Our KZN sales team was in top form as they interacted with customers by performing

product demonstrations and assisting with queries on our range of filters, brake pads and lubricants.



Showing our premium brands and products



National Garage PMB was our lucky draw winner of a 50 inch flatscreen TV

AUTOZONE CHARITY GOLF DAY 2017

We transformed the #4 tee box at the Serengeti Golf Estate into a colourful and festive oasis for the AutoZone Charity Golf Day on 16 March 2017. The G.U.D. hostesses impressed our loyal distributor and their guests with our renowned G.U.D. hospitality that kept them entertained and in good spirits.



A happy Spin & Win winner



Our bright and beautiful G.U.D. hostesses Yolandi Hamman and Mathapelo Moloji

MAD SATURDAYS

LA COR MOTOR SPARES

It was no April Fool's joke when it came to the huge discounts at La Cor Motor Spares Mad Saturday on 1 April 2017. Bongani Mathebula, G.U.D. Gauteng sales

representative attended the event to promote our brands G.U.D. Filter, Indy Oil and Safeline.



Bongani Mathebula with La Cor Motor Spares Mad Saturday customer

MIDAS BEAUFORT



Liam Pringle, G.U.D. Eastern Cape representative with a FRAM customer at the Midas Beaufort

Western Cape FRAM retailer, Midas Beaufort hosted their exciting Mad Saturday on 31 March 2017 promoting the World's Foremost Filters and Safelines' range of brake

products. Liam Pringle, G.U.D. Eastern Cape sales representative was the man behind our formidable brands to provide customer support.

MIDAS TOKAI

Nothing beats the smell of boerie rolls on the braai on a Saturday morning, the delicious scent enticed customers to Midas Tokai's Mad Saturday on 6 March 2017. Free boerie rolls and great in store deals made for a fun and festive Mad Saturday. Kevin Hendricks, Western Cape sales representative offered product training on our filters and brake pads to Midas Tokai customers.



Kevin Hendricks, G.U.D. Western Cape sales representative promoted FRAM filters and Safeline at Tokai Midas Mad Saturday

AUTOZONE MIDRAND CELEBRATES GRAND OPENING

AutoZone Midrand officially opened its doors with a grand opening on 24 February 2017. Bongani Mathebula, G.U.D. Gauteng Sales Representative attended the event in support of the special occasion and to offer product

support to customers. In store promotions and instant giveaways pulled in crowds of customers eager to take up the great automotive deals.



A G.U.D. customer at the AutoZone Midrand Grand Opening



Clive Jacobs, G.U.D. Western Cape sales representative with a Part Shop Mad Saturday customer

PART SHOP - ELSIE'S RIVER

Cape Town retailer, Part Shop in Elsie's River got a great turnout from the local community with walk-in customers taking advantage of the array of motor products available on special during the event.

AUTOZONE PRETORIA TURNS 29

We celebrated AutoZone Pretoria's 29th Birthday with a special Mad Saturday bash. Our Gauteng sales representative, Cindy Esterhuizen attended the event to support our loyal retailer and kept the festivities going with our Safeline Spin & Win competition that created excitement and buzz for the customers.

Impressive in store promotions drew in a big turnout of customers eager to take advantage of the deals. We were on hand to assist them with any filter, brake pads, brake discs and motor oil queries. Happy Birthday AutoZone Pretoria! We wish you many more years of motoring success!



Cindy Esterhuizen, G.U.D. Gauteng sales representative hands out Safeline freebies to AutoZone Pretoria's customers



Tata ma chance and spin!

FACTORY TOURS

Year after year, our customer factory tours remain a highlight in both their calendars and ours. We pride ourselves on offering the complete package of informative tours of our manufacturing sites and great hospitality.

DIESEL-ELECTRIC VAAL VISITS G.U.D. PROSPECTON

Diesel-Electric Vaal joined us from 7-9 April 2017 at our filter manufacturing site in Prospecton, KwaZulu Natal to observe firsthand the production of our premium oil and fuel filters.

The highlight of their experience was a tour through our state of the art laboratory to understand the strict level of testing our filters undergo and our Customer Experience Centre, a one of a kind facility that showcases our history, brands and products.



MIDAS TOKAI TOURS SAFELINE

Midas Tokai together with their loyal workshops and fitment centres journeyed to our Safeline manufacturing factory site in Gauteng on 17 November 2016. Their Safeline experience commenced with a tour of our production facility

where they witnessed the life of a brake pad as it goes through its stages of assembly and packaging. No trip to Safeline is complete without a visit to the Lion Park for some rest and relaxation in nature.



Our Cape Town customers pay close attention to the assembly of our Safeline brake pads



Midas Tokai and their customers got up close and personal with a friendly feline

AUTOZONE PIETERMARITZBURG TOURS THE NEW INDY OIL BLENDING PLANT

Autozone Pietermaritzburg joined us on 27 October 2016 at our Indy Oil blending plant to see firsthand the blending of our world-class

motor oils and lubricants in our new facility. Autozone Pietermaritzburg invited a few of their top customers to accompany them including Imtec, Holts Motors, Mtabalisi

Transport. They were impressed with the various blending stages as well as the quality checks in place.

PIA BLOEM WITNESS THE CLASH OF THE TITANS

PIA Bloemfontein headed to the KZN coast for a factory tour weekend over 7-9 October 2016 for an incredible filter experience. After landing at King Shaka International airport their first stop was our filter manufacturing site in Prospecton. Tour guide Tim Edwards led the customers through our various assembly lines to demonstrate the processes during manufacturing. G.U.D. Holdings Executives hosted PIA Bloemfontein at our Rugby Hut with beer and a braai as the Springboks faced off with the mighty Kiwis, keeping the formalities to a minimum and relationship building to a maximum.



Tim Edwards and customers at the Prospecton factory Press Shop



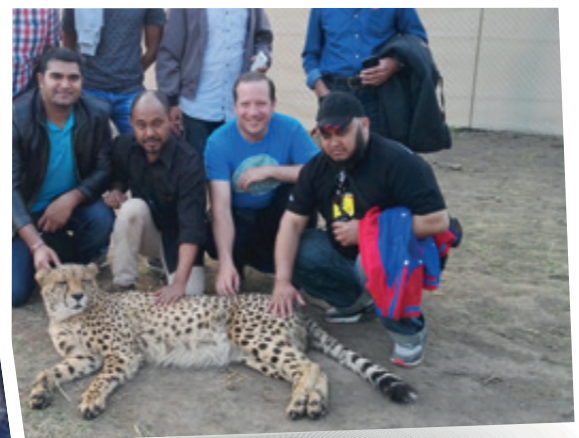
Gearing up for the SA vs New Zealand rugby match.

SAFELINE WELCOMES KAPICO CAPE TOWN

On 20 September 2016 we hosted Kapico Cape Town and their customers to a tour of our Safeline manufacturing site. They had the opportunity to observe the technology and processes that goes into making the fastest selling brake in the country.



Donovan Van Reenen, Regional Sales Manager, Western Cape (2nd right) with our factory tour guests



Inspecting the brakes on the world's fastest animal, the Cheetah

SIGNAGE

PUTTING YOUR NAME OUT THERE

Signage is an effective branding tool that makes your business visible to attract customers and

help grow your business. We value the benefits of signage and offer signage as a reward our customers for their continued

loyalty. We have installed an impressive 81 signs in the last six months to retailers and workshops throughout the country.



Gans Empangeni



AutoZone East London



Algoa Midas Gelvendale



Car Service & Repair Centre



IN 'N OUT Auto Repairs



Vehicle Services



Autohouse Brits



Wessel Jacobs Werkswinkel

TOOLBOX TALKS

We understand that time is money; therefore we have developed a training method called Toolbox Talks that are quick and informative training sessions done at the convenience of our workshops and retailers. Our team of sales representatives offers valuable product information on our range of filters to assist customers on its benefits and the key features that sets it apart from other filters available on the market



Bongani Mathebula, our Gauteng sales representative explains the benefits of fitting G.U.D. to Moto Care Mechanics



SAPS Bellville were trained by Clive Jacobs and Kevin Hendricks of G.U.D.



Godfrey Komape, G.U.D. Gauteng sales representative shows Alfred of Alf Motors the media difference between a G.U.D. filter and a substandard filter



DISA workshop receives toolbox talk training on filters by Marie De Lange and Mario Boyce

COUNTERFEIT CRACKDOWN IN AFRICA



As an iconic filter brand in Africa, G.U.D. has experienced the scourge of counterfeit filters entering the African market over the years. To combat this challenge, we actively conduct regular counterfeit awareness campaigns to educate workshops and retailers about the dangers of fitting the fake filters and how to spot counterfeits.

Recently we increased our intensity in the fight against counterfeit filters extending the awareness to motorists and distributors. Tailor-made country specific marketing campaigns have been launched in Zimbabwe, Zambia, and Mozambique, to support our anti-counterfeit messages with billboards, retailer counter stands and posters. In addition store signage that states "Genuine G.U.D. stockists"

have been rolled out to retailers to assist motor mechanics in identifying places where the original filter is sold. One-on-one training called Tool Box Talks is also conducted by sales representatives in those countries at the premises of retailers and workshops.

GROWING THE INDY OIL AND SAFELINE BRAKES BRAND IN AFRICA

The Indy Oil and Safeline Brakes brand continues to grow in Africa through our dedicated brand awareness campaign. The campaign focused on educating customers about our OEM quality and providing training on Indy Oil's range of engine oils and lubricants and Safeline brake products. We also rewarded our customers with free giveaway prizes for their loyalty and support of the brands.



Aaron Zulu, G.U.D. Zambia Sales Representative presents a customer of Automotive Equipment with a free t-shirt.

NIGERIAN INFORMAL MECHANICS GET A G.U.D. BOOST

We launched a special promotion in January for informal mechanics in Nigeria to reward and encourage them to support G.U.D. Loyal mechanics were rewarded with t-shirts for fitment of 10 G.U.D. filters and an overall for fitment of 50 G.U.D. filters. The promotion was received with enthusiasm and excitement as the mechanics pushed to earn their reward.



MAGIDIGIDI PRIMARY CELEBRATES NEW LIBRARY



Learners from Magidigidi Primary celebrated their new school library sponsored by G.U.D. Holdings on 11 May 2017.

The school is situated in rural Ixopo, KwaZulu Natal where the closest library accessible to the learners is over 20km away. G.U.D. Holdings responded

"It has been a privilege to support the learners and educators of Magidigidi Primary. We believe that investing in the education of children provides the greatest resource to our country. We

hope the learners of Magidigidi Primary will enjoy their new library." says Ian Law, Sales & Marketing Director, G.U.D. Holdings.

"Thank you G.U.D. for giving the learners of Magidigidi Primary the gift of reading. The learners now excitedly chatter about the new books they have read and share the stories with one another. It's provided a wonderful learning environment that is experienced by all learners at the school." enthuses Nomonde Kuboni, Principal of Magidigidi Primary.



Charlenie Govender, G.U.D., Nomonde Kuboni, Principal of Magidigidi Primary officially open the library



Learners enjoying the library



MOVERS & SHAKERS



Bheki Latha
Africa Marketing Analyst



Jerome Supra
Gauteng Regional Sales Manager



Louis Fourie
Private Label Manager



Lwazi Mavimbela
KZN Automotive Sales Representative



Richard Harris
National Sales Manager - Automotive



Rob Stone
Group Customer Relationship Manager



Nivolin Naicker
Africa Sales Manager



Qiniso Nzama
Junior Marketing Services Co-ordinator