



G.U.D. Holdings

LEADERS IN AUTOMOTIVE PRODUCTS

**MULTI-MILLION RAND INVESTMENT
IN INDY OIL PLANT**

Issue 2 - September 2016



**DOUBLE STAMP
OF APPROVAL
FOR SAFELINE**

**SHARKS PLAYER
VEHICLE SPONSORSHIP**

**G.U.D. FILTER PACKS
HIT THE MARKET**



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SAFELINE HEAVY DUTY BRAKE PAD AWARDED DOUBLE STAMP OF APPROVAL



Safeline Brake Pads continues to set the benchmark in braking systems with the announcement of both SABS and E-Mark certification for our D7001 heavy duty brake pad. The D7001 fits the Mercedes Actros, DAF XF, IVECO Stralis and IVECO Trakker trucks.

The South African National Beareau of Standards and The United Kingdom Vehicle Approval Authority awarded us the prestigious certification after conducting strict tests to ensure the D7001 met the international and local braking systems regulations. We are the only South African brake pad manufacturer to have both SABS and E-mark certification on our automotive and heavy duty brake pads, further upholding our vision of being SA's safest brake pad.

"It is our mission to manufacture and develop leading world class brake pads and to supply customers with the safest brake pad on the market. We are very pleased to be awarded the SABS and E-Mark certification on our first heavy duty brake pad, the D7001. This achievement attests to our commitment to producing high performance, OEM quality and safe brake pads" says Diyan Botha, General Manager, Safeline Brake Pads.

The latest heavy duty brake pads to be released by Safeline Brake Pads are the D7008 and D7019, fitting Mercedes, MAN, Isuzu and Renault trucks. The brake pads also include brake accessory kits ensuring a complete brake fitment package.



Safeline Brake Pads first heavy duty brake pad, the D7001

HD PART NO	APPLICATION
D7000	Mercedes Actros I
D7001	AXOR II; MAN TGM Series
D7008	MAN F2000 EVO Series, F90 Series, M2000 Series, Renault Magnum
D7019	Isuzu N Series, NHR Series, NKR Series, NLR Series, NMR Series

MULTI-MILLION RAND INVE



STATEMENT IN INDY OIL PLANT



Indy Oil is fast becoming the motor lubricant of choice for mechanics across the country. As a South African company we are committed to developing high quality lubricants and chemicals for the automotive and industrial market.

The increased demand for our world-class range of products has led to a multi-million rand investment in a new blending plant in Pietermaritzburg. The Indy Oil blend plant consists of bulk storage capacity of 1million litres of base oils and additives with the ability to expand to 2 million litres. New production capabilities at the facility also include a blow moulding machine for the in-house manufacture of our Indy Oil bottles and the upgrade of our lubricant analysis laboratory.

The upgrade of the existing lubricant analysis laboratory has been aligned with the new blending plant, with plans to purchase additional state-of-the-art instrumentation to the ones currently used. Oil/lubricant analysis, in terms of quality control, is an integral part of the manufacturing process, and must be carried out with stringent controls so as to ensure accuracy, repeatability, and reproducibility of results.

The plant capacity expansion has enabled Indy Oil to refocus its energies on growing its industrial customer base and their industrial lubricants range. Derek Torlage was recently appointed by Indy Oil to grow this area of the Indy Oil market. His significant experience in this sector and his strong team of sales representative have set Indy Oil up perfectly to develop and strengthen its relationships with plants, mines and companies who service this sector of the market.

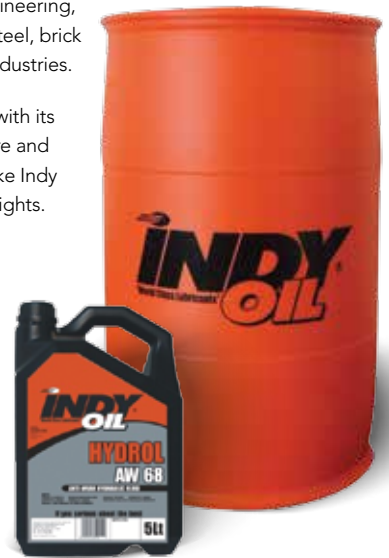
Aerial shot of PMB site showing Indy Oil facility



Derek is passionate about sales and identifying new opportunities. "What is little known is that Indy Oil has a comprehensive range for the industrial sector, including lubricants for niche industrial applications. Our aim is to communicate our range and quality as well as provide solutions that are proven to deliver results."

The sales team and warehouses are based in all major centers around South Africa, to ensure that we provide top notch customer service nationally. Our motivated team are focused on supplying you truly world class quality products, with exceptional service and technical support. Markets that are currently serviced by the Industrial team include all forms of manufacturing, engineering, textile, construction, steel, brick and pharmaceutical industries.

The new facility, with its advanced infrastructure and technology aims to take Indy Oil to even greater heights.



RELATIONSHIP BUILDING



G.U.D. ANNUAL EXECUTIVE GOLF TOUR 2016 TEES OFF IN KZN

It was time to change the pace after a hectic first quarter, and what better way than a Golf Tour in the magnificent Midlands. The G.U.D. Annual Executive Tour took place from 21 – 24 April 2016 with the participation of 24 loyal Distributors and Executives.

The six four-balls were treated to the beauty of autumn in the Kingdom of the Zulu as they enjoyed some friendly competition on three outstanding golf courses, Gowrie Farm, Bosch Hoek and Victoria Country Club.

We thank you for your valued support and look forward to growing our relationships even further in 2016!

G.U.D. ZIMBABWE ANNUAL DISTRIBUTOR GOLF DAY

On 20 May 2016 G.U.D. Executives Red Shuttleworth, CEO and Huzaifah Elias, Africa Operations Director hosted 28 distributors and customers at the G.U.D. Zimbabwe Annual Distributor Golf Day. The golf enthusiasts teed off at the magnificent Chapman Golf Club to enjoy a leisurely day dedicated to relationship building and networking.

As the sun set over the Zimbabwean horizon it was time to move indoors for the exciting prize-giving ceremony that officially drew to a close the successful event. A big thank you to our loyal Zimbabwean distributors and customers for giving us the opportunity to show our appreciation for your support and continued business!

The G.U.D. Zimbabwean Annual Golf Day Prize-Giving Ceremony (Left to Right) Huzaifah Elias (G.U.D.), Ian Mathieson (Colovane/Fuchs), Adrian Huck (Colovane/Fuchs) and Brian McDonald (Colovane/Fuchs)



GROWING AUTOMOTIVE TOWNSHIP ENTREPRENEURSHIP

Stephen Modisane was born and bred in the township of Sebokeng, Vereeniging where he grew up watching his father fix cars on a part-time basis. Inspired by his father and fuelled by his passion for motor mechanics, Stephen completed his National Diploma in Mechanical Engineering at Sedibeng College in 2006. Qualification in hand he then decided to take over his fathers' business full time.

In 2013 Stephen was one of many informal mechanics who were approached by Filpro Project Co-ordinators during the roll out of the programme in Vereeniging. Since the Filpro intervention three years ago, Stephen

has transformed his business from an informal workshop operating from his home into an RMI-accredited workshop with an established premises and staff complement.

The 29 year old owner of Stevienator Auto acknowledges that the programme has opened many doors for him and has changed the way he managed his business. "I am very proud to be the owner of a RMI-accredited workshop, this could not have been possible without the support of the Filpro programme. My business has grown tremendously; I have lots of new customers who can see I take my business seriously with a proper workshop, staff and even

a Reception area. This has earned their trust in me to repair their vehicles." says Stephen.

Stephen is also giving back to his community by mentoring three aspiring motor mechanics who in turn assist him by growing his business even further. As an automotive township entrepreneur, the sky is the limit for Stephen Modisane. The young businessman is driven by his love of motor mechanics and envisions a franchise of Stevienator Auto's in the near future. We're confident that he's got what it takes to make his dreams a reality!



The Stevienator Auto team



The Stevienator Auto workshop team hard at work

"I am very proud to be the owner of a RMI-accredited workshop, this could not have been possible without the support of the Filpro programme. My business has grown tremendously; I have lots of new customers who can see I take my business seriously with a proper workshop, staff and even a Reception area. This has earned their trust in me to repair their vehicles."

- says Stephen.



TECH NEWS

With Tim Edwards

THE DANGERS OF FILTER INTERCHANGEABILITY

Every day our Technical Helpdesk is flooded with calls from mechanics, retailers and DIY handymen needing product assistance with filters, brake pads, lubricants and chemicals. In this edition of Tech News we're covering the most common enquiry that we receive from callers regarding filters.

According to Tim Edwards, our Technical Customer Co-ordinator and all-round automotive guru, many of the calls he receives relate to the interchangeability of filters for a specific vehicle. He recently received a call from Jack, a DIY gent who serviced his wife's car, a VW Polo.

Jack purchased a G.U.D. EFI filter for his wife's car from a local spares shop after providing them with the year and model of the VW Polo. Unfortunately Jack was given an E158 instead of an E156. Jack, none the wiser, bought the filter and fitted it to his wife's car. That's when the trouble began. After test driving the vehicle he heard a noise from the fuel pump and experienced sluggish, underpowered engine performance.

When Jack called the Technical Helpdesk he discovered that the fault lay with the incorrect filter application. Jack had fitted a 3-bar filter instead of a 4-bar filter.

THE IMPORTANCE OF VALVE REGULATING PRESSURES

Tim explained that in Jack's case, EFI filters have different valve regulating pressures that regulate the overall pressure of the fuel system i.e. the pressure of the fuel that is pumped to the injectors. If you have a valve that is underrated or overrated it can cause the fuel to not be delivered to the injectors at the required pressure. Every engine is manufactured to certain specifications and has different pressure requirements which affect the engine performance.

"Years ago it was common practice for mechanics to use the same part number of filters for different applications if the filter was similar or the same in size and performed the same function. But due to the rapid advancement in motor vehicle technology this



practice is not only outdated but can have disastrous consequences." says Tim.

Luckily for Jack, major damage had not occurred to the fuel pump and he replaced the incorrect filter with the correct one.



The EFI filters above look the same but perform differently and should not be interchanged.

HOW TO ENSURE YOU FIT THE CORRECT FILTER

- 1) Ask your rep to download an electronic G.U.D. or FRAM catalogue on your PC
- 2) Go to our websites www.gud.co.za or www.fram.co.za
- 3) Go to the D6 Communicator for the latest product releases and product news
- 4) Refer to the latest printed catalogue
- 5) Call the the Technical Helpdesk
- 6) Email the Technical Helpdesk at edwardst@gud.co.za

HOW TO DOWNLOAD THE D6 COMMUNICATOR

Go to <http://www.d6technology.com/downloads> and select G.U.D. Communicator to install the new communicator. Follow the easy prompts to load the application onto your computer.

FACTORY TOURS

The taming of the King of the Beasts, less scary and cuddlier than expected



At G.U.D. Holdings we strive to offer what we call the ultimate customer experience, which is, value-added informative tours of our manufacturing facilities and unparalleled entertainment. This sought-after experience was enjoyed by over 83 customers during their visits to our filter and brake pad manufacturing facilities between October 2015 – April 2016.

Vally's Autobarn toured our Safeline Brake pads factory to check out exactly what makes our brake pads the safest on SA's roads. We certainly delivered on that expectation as they observed the strict manufacturing process of each component that goes into our SABS and E-Mark approved brake pads, from production to packaging the final product. To complete their ultimate customer experience we took Vally's Autobarn to the Lion Park where they could interact with nature's King of the Beasts.



Vally's Autobarn stands behind the Safeline brand



Piet van der Heever explains the different stages of production to MIWA Members

It was the turn of the MIWA (Motor Industry Workshops Association) members to enjoy our Safeline hospitality. Avesh Singh, G.U.D. KZN sales representative along with Piet Van Der Heever, G.U.D. Gauteng regional sales manager ensured that the experience was educational and entertaining.



MIWA members at Safeline



Autozone Bloemfontein and their customers at Safeline

Our factory tours remain in high demand in 2016 with several tours already booked well into the latter part of the year. It was no Aprils Fool's joke when it came to safety and quality at the Safeline manufacturing site on 1 April 2016, a fact our guests, AutoZone

Bloemfontein can attest to. Pieter Meintjies, G.U.D. Bloemfontein sales representative played host to our nine customers at Safeline and later that evening at Ellis Park, enjoying a fierce match between the Lions and the Crusaders.

G.U.D. Holdings also played host to independent workshops, Smiths, East Way Spares, Midas Potchefstroom and Far North Midas who took over Durban with the most overwhelming enthusiasm as they witnessed how we manufacture great engine protection and the world's foremost filters.

Independent workshops and Smiths from Cape Town



BRANDS IN ACTION

MALTA ISLAND ADVENTURE UP FOR GRABS WITH FRAM

Balmy weather and turquoise waters await 5 lucky NAPA Members and Midas franchisees. Since January 2016 these Fram customers have been going all out to meet their targets, in the hope of jetting off to the Maltese Islands in October 2016.

Customers also stood in line to win awesome monthly prizes of Cutter & Buck WeatherTec jackets, dashcams, Samsung digital cameras and Bluetooth speakers.



Congratulations to our Malta island adventure winners:
 Klerksdorp Spares
 Linton Grange
 Witbank Midas
 Vincent Midas
 Gaydons PMB

Congratulations to all our NAPA stores that won monthly prizes:

- | | |
|----------------------------------|---|
| ABE Midas | Kwena Motor Spares and Panel Beaters cc |
| Ace Midas | Kynsna Midas |
| Algoa Midas | Lesotho Motor Clinic |
| Athlone Midas | Linton Grange |
| Bayside/Tableview Midas | Lowveld Garage |
| Car Spares - Isipingo | Miren Spares cc |
| Cymot (PTY) LTD - Windhoek | Mohamed's Midas |
| DSM Autotech CC T/A Davids Midas | Motor Spares Stop |
| ERAA Motors CC | MSP Wholesale Spares |
| Far North Spares | Multi Value Motor Spares |
| Gans Motor Spares | New Local Midas |
| Gaydons PMB | Park Central Motor Spares |
| Goldco Motors - Odendaalrus | Queen Motor Spares |
| Govenders Garage | Reggies Midas |
| Hazyview Spares Centre | Silverton Midas |
| Hi Performance | Super Auto |
| Indutywa Midas | Super Discount Midas |
| Jaymees Midas | Vally's Auto Wholesalers |
| Jimmys Midas | Van der Hoff Midas |
| Klerksdorp Spares | Walkers Midas - Upington |
| | Witbank Midas |



(left to right) Hannes Van Wyk and Janru Van Wyk from Hazyview Midas receive their Samsung Bluetooth speaker reward



George Prinsloo, owner of Van der Hoff Midas receives his prize from Jerome Supra, G.U.D. sales representative Gauteng



Donovan van Reenan, G.U.D. Regional Sales Manager, Western Cape hands Paul Robinson from Bayside Midas his Sports Camera

FRAM AND PIA RACE TO THE VODACOM DURBAN JULY

10 lucky PIA customers achieved their FRAM targets from March – May to get an all-weekend pass to the Vodacom Durban July. As the Durban July fever set in on 2 July 2016 our winners geared up for an exhilarating weekend of horse racing, fashion and entertainment at the renowned Greyville Racecourse.



- | | |
|---------------------|-----------------------------------|
| Steyn De Jager | Hyper Parts Midas |
| Stefan Van De Merwe | Johnny's Midas/Modern |
| Dennis Cunningham | A.S.A. Auto Spares |
| Taggart Cooper | Goldco Motor & Cycle Supplies |
| George Prinsloo | Van Der Hoff Midas |
| Eric Scheepers | Moroka, Dobsonville, Bolani Midas |
| Arthur Stanley | Eros Auto Dealers |
| Ravin Mooloo | Mamelodi Spares Cc |
| Jimmy Demos | Unnic Auto Parts |
| Riaan Ludick | Quick Parts |
| Gavin Paul Maroun | The Spares Connection |

“ There’s no other event like the Vodacom Durban July on the African continent. My wife and I were thrilled to win the incredible prize to experience the famous racing event for ourselves. Thank you FRAM and PIA! ”
 –Taggart Cooper of Goldco Midas

FRAM NEW PRODUCTS

We launched the following new filters for passenger and heavy duty applications.

PART NO	TYPE	APPLICATION
CA5708	Heavy duty air filter	Mercedes Benz Actros
CA11654	Panel air filter	Renault Captur (2015), Clio IV (2013), Clio IV (2015), Sandero (2014)
CH11169ECO	Cartridge oil metal free	Volvo S60, S80, V40, V60



CH11169ECO

CA5708

G.U.D. FILTER PACKS HIT THE MARKET

We have expanded our G.U.D. Filters product range offering to include filter kits for popular LCV vehicles on SA's roads. The G.U.D. filter kit provides a one-stop fitment solution for the LCV market and was released in February 2016. Each filter kit contains a premium air, oil and fuel filter for the Toyota Hilux, Toyota Quantum or Ford Ranger.

All G.U.D. filters are manufactured to OEM specifications and are backed by a comprehensive warranty.



FK01



PART NO	APPLICATION
FK1 (KIT)	Toyota Fortuner & Hilux 2.5, 3.0 D-4D (2005-2016)
FK2 (KIT)	Ford Ranger 2.2 & 3.2 CRDi (2011 on) Mazda BT50 2.2, 3.2 Diesel (2012 on)
FK3 (KIT)	Toyota Quantum 2.5 D-4D (2005-2014)
FK4 (KIT)	Toyota Quantum 2.5 D-4D (2014 on)

GREAT ENGINE PROTECTION FOR N3TC ROUTE PATROL

For over 65 years G.U.D. Filters have been keeping engines running optimally, ensuring great engine performance and protection. A true testament to this is the N3TC Route Patrol Ford that reached 1 million kms. This incredible feat was achieved

by the fitment of our premium G.U.D. filters during regular service interval changes conducted by the Toll Care Workshop team. The N3TC patrol vehicle responds to road accident emergencies and vehicle breakdowns between the 428 km N3 stretch from Heidelberg, Gauteng to Cedara, KZN.

**Well done on your achievement N3TC!
Thank you for keeping us safe on the N3!**



WIN BIG BUCKS

DIESEL-ELECTRIC

Sales staff worked together during May to meet their target and won shopping vouchers to the value of

R 80,000

Andre Roodt, Sales Manager Diesel-Electric Vereeniging is presented with his reward by Lydon Wade, G.U.D. Gauteng Sales Representative

G.U.D. PARTNERS WITH DIESEL- ELECTRIC FOR EXCITING PROMOTIONS

We launched a salesman promotion targeting the sales teams at all 14 Diesel-Electric branches in South Africa during summer. We rewarded the hard working sales staff with a premium waterproof jacket for exceeding their branch targets.

To keep the momentum going we upped the ante with the Win Big Bucks promotion offering Diesel-Electric branches shopping vouchers for meeting their sales targets during May 2016. The promotion was an outstanding success as Diesel-Electric sales teams worked together to achieve their branches' G.U.D. filter target.

Well done to all Diesel-Electric teams across the country for going all out for GUD!



DE Worcester receive vouchers from Donovan Van Reenan, G.U.D. Western Cape regional sales manager and Marie de Lange, G.U.D. WC Sales Representative



Diesel Electric Springs team with their waterproof jackets

G.U.D. DELIVERS GREAT ENGINE PROTECTION TO LOYAL RETAILERS

Farhaan Ustad from Ustad Auto Spare is eager to take their delivery bike for a spin



To celebrate our 65th birthday we ran a promotional campaign. Loyal retailers went into a lucky draw to win 1 of 10 Yamaha delivery motorbikes.

Ten retailers from across the

country and continent received their zippy Yamaha motorbikes, complete with a branded delivery box featuring the store's details, which will certainly attract attention as it delivers premium G.U.D. filters to customers.



AllParts Pinetown with their G.U.D. branded delivery motorbike (left to right) Ricky Pillay, general manager, AllParts; Rob Stone, national sales manager, G.U.D. Holdings; Bryan Holland, branch manager – Pinetown, AllParts and Warren Botha, KZN regional sales manager, G.U.D. Holdings



Lydon Wade, G.U.D. Sales Representative presents JM Motor Spares with their branded Yamaha delivery bike

“Congratulations to all the delivery bike winners! We hope your new asset will help you take your business to greater heights.”

– Ian Law, Group Sales & Marketing Director, G.U.D. Holdings (Pty) Ltd.



HIMO Motor Spares receives their special delivery from Jerome Supra, G.U.D. Gauteng Sales Representative



C&F Motor Spares accepts their delivery bike reward from Pieter Meintjies, G.U.D. Free State sales representative

Congratulations to all the winners!

C & F Motor Spares | HIMO Motor Spares | JM Motor Spares | Goeiehoop Onderdele | All Parts Pinetown | Malibongwe Auto Parts | Roadhogz | Ustad Auto Spares | Midas Maputo | No Leak Motors

RETAILERS GET THEIR ENGINES WARMED UP

We promoted G.U.D. and Safeline to retailers throughout the country from 1 March – 31 May 2016. To boost the sales of our filters and brake pads we incentivised retail salesmen by giving them a free stylish body warmer once they met their sales target of 30 x G.U.D. air filters and 20 x Safeline brake pads.

The owner/manager of the retailer was not to be left out in the cold; they automatically

received a body warmer if their sales team qualified for the reward. We helped retailers keep their eye on the prize by including a cool race track form on the printed leaflet to help them track their target and get them to the finish line. The promotion was too hot to handle as our body warmer stocks flew off the shelves!

Salesmen from Kimberley Midas with their body warmer reward



A salesman from Goldco Midas Bloemfontein is a winner with the Warm Up Your Engine promotion



Daniel from Sparezone Brits is delighted with his new body warmer

Elmarie and Eugene from Hyper Autoparts are proud supporters of G.U.D. easily earning their body warmers



The team from Allparts Pinetown all achieved their targets and earned a body warmer

G.U.D. HEAVY DUTY NEW PRODUCTS

G.U.D. continues to grow its heavy duty range, offering great engine protection to 80% of HD applications.



PART NUMBER	MAKE	SERIES	TYPE
G1163	TATA	NOVUS 3942, 5542	OIL
ADG1611	VOLVO	F	AIR
ADG1705R	SCANIA	P, R	AIR
M161	MAN	TGS	OIL
Z658	RENAULT	MIDLUM II	AIRDRYER
Z613	VOLVO	FMX	WATER SEPARATOR
Z652	DAF	75, 85, 95	FUEL
ADG1605R, ADG1727R	RENAULT	KERAX	AIR
Z649	DAF	95XF	FUEL
Z572	UD TRUCKS	UD RANGE	OIL
G1153	UD TRUCKS	UD RANGE	OIL
ADG1603R	SCANIA	R	AIR
Z616	CASE, CLAAS	MAXXUM, NECTIS	OIL
AC159	MITSUBISHI	MPV, SUV	CABIN AIR
AG1684	FIAT	DOBLO	AIR
Z591	DAF	85CF, F95	OIL

INDY OIL EXPANDS PRODUCT RANGE

Indy Oil is an innovative brand that continually seeks to meet the needs of its customers; we pride ourselves on quality, service and product availability, so it was an exciting beginning for 2016 as we launched several new products.

3

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1) Radiator Flush



The Indy Radiator Flush is an effective chemical flush designed to remove rust, scale and solid build-up from coolant systems. It is specifically designed to ensure that it is safe for use on aluminium components and is available in a 375ml pack. Our Radiator Flush is ideal for use when changing coolant/antifreeze as it has excellent rust-removing capabilities, acts on scale, is safe and easy to use and, most importantly is quick acting.

When using the Radiator Flush, drain existing coolant from the radiator and ensure that system is completely empty. Add in Indy Radiator Flush and top up with distilled water. Run engine until the water is warm, and then allow to idle for 15-20 minutes. Drain radiator and flush with distilled water. Refill with new coolant- for best results use with Indy Antifreeze.

2) Injector Cleaners

Indy Injector Cleaner is designed to clean your vehicles injectors & carburettors and improve the overall performance of your vehicles engine. There are 2 types of Injector cleaners, one for Petrol engines and the other for Diesel engines.

Petrol Injector Cleaner is a powerful chemical cleaner that helps clean your fuel injection or carburettor system in one tank. This product helps to eliminate hard starting, rough running, flat spots on acceleration and poor performance.

Diesel Injector Cleaner is an effective multi-functional chemical package formulated to clean all diesel engines including common rail injectors and combustion chamber deposits fast. It improves fuel system efficiency and economy, reduces black exhaust smoke and makes cold starting easier. Suitable for all diesel fuel including bio-diesel.



3) Pit Grit new Formula

Pit Grit is a hand cleaner containing pure and natural ingredients derived from nature's own sources such as organic oils. This is a pleasant smelling product with effective cleaning properties, which promotes good skin condition. It removes the most severe industrial grime, oil and grease in complete safety.

Pit Grit should be massaged on the soiled skin without the use of water. The skin should then be rinsed with clean water and dried thoroughly on a towel or tissue. Because of the mildness of this product, it may be used for cleaning other areas of the body, avoiding contact with eyes. Available in 500g tubs and 1kg buckets.

KAPICO CUSTOMERS WIN BIG WITH SAFELINE

WIN WITH SAFELINE AND KAPICO
YOUR SAFELINE UNIT PURCHASES WILL DETERMINE YOUR PRIZE.

1 SET OF SAFELINE BRAKES = 1 UNIT

3000 UNITS
SOCCER TABLE 2 Available

2000 UNITS
MIRROR TRIP LENSE CAMERA 2 Available

1300 UNITS
8 PIECE ALUMINIUM PATIO SET 4 Available

600 UNITS
CONVECTION OVEN 10 Available



Everyone was a winner with the Safeline and Kapico Win Big promotion which ran between October and November 2015. With 19 prizes on offer with a total value of R 50,000 Kapico customers went all out to claim their share of the prizes.

CONGRATULATIONS TO ALL OUR WINNERS!

Jerome Supra rewards Arijella from Spares Oasis with her camera prize

SAFELINE SPURS ON SALES WITH SHOPPING VOUCHER REWARD

Everyone loves a freebie, particularly when you can choose even more. The chance to earn a R450 shopping voucher to be used on anything they wanted by simply meeting their Safeline target, was a highly desirable reward to Kapico sales teams. The ideas of how to spend that R450 shopping voucher were endless and we raised the stakes even higher by offering the top three salesmen additional vouchers to the value of R10,000.

Well done to the Kapico sales teams!

Reach your Safeline target of units to redeem your shopping voucher to the value of **R450**

The salesman that exceeds his target by the highest % will receive the following in bonus shopping vouchers

- 1st = R5000**
- 2nd = R3000**
- 3rd = R2000**

Safeline BRAKE PADS

KAPICO



SAFELINE NEW PART NUMBERS

Safeline remains one of the leading brake pads on the market. We strive to continually expand our product range to ensure complete customer satisfaction.

PART NO.	APPLICATION
D4097	Toyota Corolla 1.3, 1.4D, 1.6, 1.8 (2014 on)
D4117	Honda Ballade 1.5 VTEC (2011 on) Honda CR-Z 1.5 VTEC (2010 on) Honda Jazz III 1.2 VTEC (2015 on)
D3980	Jaguar XF 2.7D (2008-2009) Jaguar XF 3.0D (2009-2013) Jaguar XF 3.0 (2008-2013)
D3969	Mazda CX7 2.3, 2.5 (2007-2012)
D3968	Mazda CX7 2.3, 2.5 (2007-2012)
D3964	Fiat Commercial Doblo 1.3, 1.6 Diesel (2012 on)
D3955	Audi A6, A7 3.0 Tdi (2011 on)
D3930	BMW 135i (2007-2011)
D4115	Ford Focus III 1.0, 2.0 EcoBoost (2013 on)
D4101	Toyota Yaris 1.8 TS (2008-2009)

The new D4115 focused on safer braking for Ford Focus III

HEAVY DUTY FLEETS AND SALESMEN SCORE WITH SAFELINE

We kitted out heavy duty salesmen with a Safeline and G.U.D. branded premium Drimac rain jacket between 1 April - 30 June 2016. To qualify for the fantastic reward they had to sell 10 x HD G.U.D. air filters and 5 x Safeline heavy duty brake pad sets during the promotional period.

Salesmen kit yourself out with GUD AND SAFELINE

SAFELINE HEAVY DUTY BRAKE PADS

GUD FILTERS

DRIMAC RAIN JACKET

KIT YOURSELF OUT WITH GUD AND SAFELINE

1 SAFELINE HEAVY DUTY BRAKE PAD

DRIMAC RAIN JACKET

GUD FILTERS

GUD FILTERS



Sugen Naidoo, G.U.D. sales representative KZN rewards Siva from SA Parts Zone with his Drimac

WINNING PARTNERSHIP PROGRAMME



Anita of Clairwood Motors displays their Silver WPP pack

There is no formula for a winning partnership; however there is a saying that goes "Winning in life, or at whatever you want most to achieve, is easier to accomplish if everyone involved has the same vision."

Our Winning Partnership Programme aims to reward and add value to workshops that have been loyal to us throughout the year.

We categorise our G.U.D. Filters workshops with the following grades: Bronze, Silver, Gold and Platinum and FRAM Filters workshops are graded: 1 Star, 2 Star, 3 Star and 4 Star.

The WPP packs consists of car seat covers, plastic verniers, Indy Oil Pit Grit, service interval stickers and many more loyalty rewards such as signage assistance to add value to our faithful workshops.



Daniella of Bosch Cencar receives their Gold loyalty pack



Ivan Botha of Blackheath Auto Services receives his Platinum loyalty pack



The team from Henrys Motor dig into their Platinum loyalty pack



Werner Griesel of G6 Service gets a Gold loyalty pack



Dewald and Riaan of Speedway Tune-up of De Aar happy to get their Gold loyalty rewards



Our African footprint continues to expand across the continent, taking with it our premium filters, brake pads, lubricants and chemicals. We work hard to promote our brands and grow awareness about the importance of fitting quality products. Our determination is rewarded by loyal customers who have participated in our promotions in various African countries.

AFRICA DISTRIBUTOR CONFERENCE 2016

We hosted our valued distributors from Mozambique, Tanzania, Uganda, Zambia and Zimbabwe at the second Africa Distributor Conference from 29 February – 4 March 2016 in Durban. The conference aimed to highlight our latest developments at G.U.D. and included a tour of the new Indy Oil blend plant facility in

Pietermaritzburg. We also focused on product training across our range of filters, brake pads, lubricants and chemicals to enhance their knowledge about these automotive components.

Our loyal Distributors were treated to a variety of entertainment during their time in

Durban which included dining at some of Durban's finest restaurants. We capped off the Africa Distributor Conference in true South African style with a braai aboard an evening boat cruise taking in the city lights from the Durban harbour.



Africa Distributor Conference delegates with our Africa Operations Department

(Left to right) Huzaifah Elias, Africa Operations Director, G.U.D. awards Hanif Osman, Spareco with his Certificate of Appreciation

SPARECO CELEBRATES 21 YEARS OF G.U.D. TIMES



Our loyal Zambian distributor Spareco recently celebrated its 21st year of partnership with G.U.D. We honoured this

incredible achievement by presenting Hanif Osman, owner of Spareco with a Certificate of Appreciation for their 21 years of loyal support.

Celebrations at Spareco



NEW YEAR PROMOTION

RETAILER

STAY ON TOP OF YOUR GAME THIS YEAR!

Start 2016 with the right tools

WIN fantastic G.U.D. shirts, caps and an amazing toolbox

HOW TO WIN:

- Purchase any 300 G.U.D. Filters from any authorised distributor to claim your prize
- Fill in a set of 2 G.U.D. Filters and 4 G.U.D. caps
- Purchase 400 G.U.D. Filters and you will also receive a free G.U.D. toolbox
- Keep your G.U.D. Filter boxes as proof of purchase
- Maximum of 2 sets of prizes per retailer
- Competition runs from 1 January 2016 – 31 March 2016
- Prizes may vary while stocks last

MECHANIC

A New Year, a new start and a new way to WIN!

Kick off 2016 with the right tools

WIN this amazing G.U.D. toolbox

HOW TO WIN:

- Fill in 40 G.U.D. Filters from any authorised distributor to claim your free G.U.D. toolbox
- Keep your G.U.D. Filter boxes as proof of purchase
- Maximum of 2 prizes per person
- Competition runs from 1 January 2016 – 31 March 2016
- Prizes may vary while stocks last

We got 2016 off to a bang with a New Year promotion for retailers and mechanics in Mozambique, Zambia and Zimbabwe.

With great rewards up for grabs the promotion was a big hit among mechanics and retailers who worked hard to qualify for G.U.D. shirts, caps and toolboxes during January to March 2016. We also whetted the customers' appetite by featuring a teaser for an upcoming Indy Oil promotion.

INSTANT FRAM REWARDS FOR NIGERIAN RETAILERS

We promoted FRAM to retailers in Nigeria with an instant reward programme for customers. By purchasing a FRAM filter they would receive either a FRAM pen, key ring or lanyard and if they purchased a pack of FRAM filters then they would receive either a FRAM cap or t-shirt. The more they purchased the better the instant reward.



2015 MECHANIC OF THE YEAR

Who doesn't love bragging rights, the chance to be recognised for an impressive achievement? It was that attitude that motivated mechanics in Nigeria who were eager to win the title of FRAM 2015 Mechanic of the Year.

In addition to industry-wide recognition, the 2015 Auto Mechanic of the Year received a FRAM T-shirt, cap, overall and a new tool set or a small generator to support his workshop.

Congratulations to Mr Jide from City Webb Auto Centre!

Mr Jide and his team at City Webb Auto Centre

The Mechanic of the Year Award aimed to recognise a vehicle repair professional who went above the call of duty in providing quality service to customers; who continually seeks out education for himself or herself; is technically sound; who has integrity and is a good ambassador for the auto mechanic profession.



MAD SATURDAYS

Mad Saturdays lived up to its name as walk-in customers at loyal retailers went crazy over the specials on offer and free giveaways.

Autozone Douglas's mad Saturday, held on 27 May, focused on 4x4 and light commercial vehicles, due to the large farming community in the area.

The event was well advertised and customers were keen to take up the great offers on the day!

Buying the new G.U.D Hilux 3.0D4D filter kit



Autozone Blackheath customer with his free Indy Oil cap



Mega Midas had a Mega Mad Saturday on which got their customers in the festive spirit. In-store specials, free prizes and the lure of boerewors on the braai drew customers in by the score. Our sales team kept the momentum of the day going by providing product support to Mega Midas customers.



Mega Midas Mad Saturday customer chooses the best in automotive filtration



It's a win-win all around for this Mad Saturday customer

A Midas Witbank Mad Saturday customer with FRAM filter and a freebie t-shirt



Midas Witbank hosted a very successful Mad Saturday on the 27 February 2016. There was a huge turnout of customers who bought Fram service kits. Midas Witbank had record sales, thanks to the support and loyalty of the sales team. Well done guys!

AutoZone Ficksburg sales team promotes Safeline Brake Pads at their Mad Saturday



AutoZone Ficksburg held their Mad Saturday on 5 March 2016 with fantastic specials on offer. Pieter Meintjies, G.U.D. Free State Sales Rep attended the event to support our loyal retailer.



Pieter Meintjies with an AutoZone Ficksburg customer

SIGNAGE

We always strive to reward our most loyal customers with workshop or retail signage. In the last 6 months we have installed an impressive 95 signs.

This reward uplifts our loyal customers by attracting new customers to their workshops or stores which in turn increases their revenue and customer base.



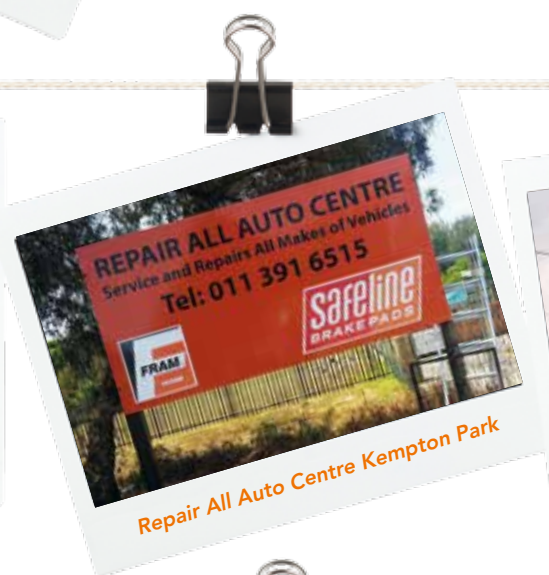
Your Motor Clinic Silvestone



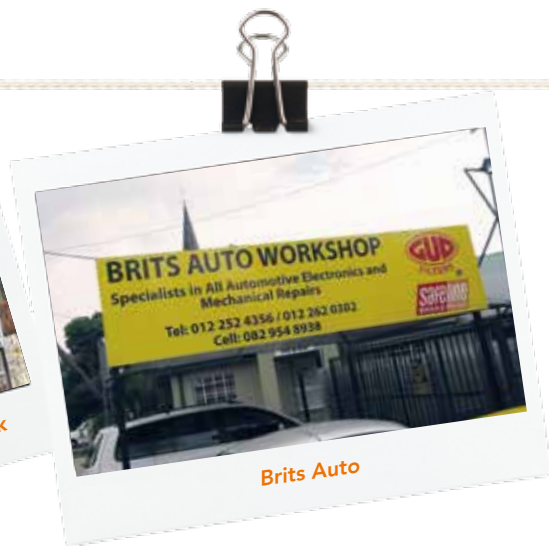
Midas Margate



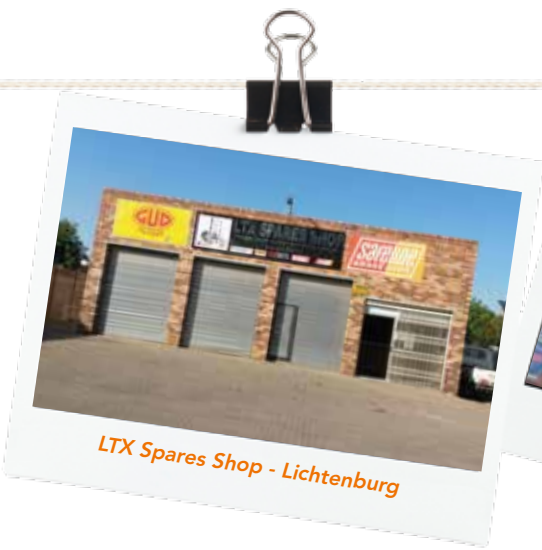
M&H Spares Brits



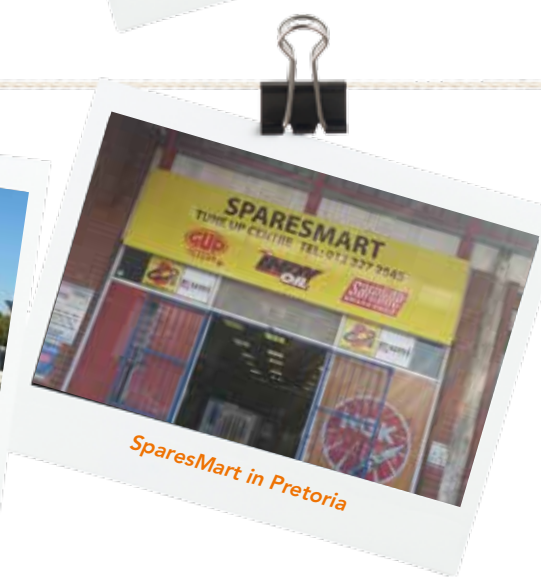
Repair All Auto Centre Kempton Park



Brits Auto



LTX Spares Shop - Lichtenburg



SparesMart in Pretoria



Carlos Service Centre in KZN

TAXI DRIVERS PROTECT THEIR ENGINES WITH G.U.D.

We have continued our programme to encouraged and reward the loyalty of taxi drivers. Our sales teams, with the support of Filpro, conducted exciting activation campaigns at taxi ranks around the country with the focus being in the Eastern and Western Cape. Taxi drivers were rewarded with

Safeline t-shirts, caps and soccer balls when they could show fitment of Safeline brakes pads on their vehicles. Great emphasis was placed on educating and training taxi drivers on the benefits of fitting Fram, G.U.D., Indy Oil and Safeline.

Mario Boyce of G.U.D. promotes Indy Oil in Khayelitsha



The Western Cape sales team were in full force at the Athlone taxi rank in Cape Town



Moses Kali from Filpro rewards a taxi drivers from Ficksburg, Bloemfontein for his loyalty



Taxi drivers in Bloemfontein are proud to fit GUD to their taxis

TOOLBOX TALKS

The huge variety of brands and automotive aftermarket products readily available makes decision making even tougher for mechanics and their customers these days. To address this issue, our dedicated team of sales reps conducts regular toolbox talks training with retailers and workshops.

We highlight the importance of fitting quality automotive products and the features that make our products stand out from the rest.



Levan of Dominator Spares is impressed after a very informative toolbox talk



Michael Magcaba, G.U.D. KZN Sales Representative explains the benefits of G.U.D. to Auto Service's Rep, Ntsiki



Mario Boyce, G.U.D. Western Cape Sales Representative conducting a toolbox talk with the Triumph club

TRAINING

We covered all our automotive brands at AllParts KZN during three training sessions that were attended by staff from their Durban, Pinetown and Pietermaritzburg branches. The training

evenings featured presentations on filters, brake pads, lubricants and chemicals. It was a great opportunity to demonstrate exactly what each of our products consists of and the role they play in a vehicle.

A big thank you to the AllParts staff who attended the training and continue to show their loyalty to our brands.



AllParts Pinetown receive training on G.U.D. filters



Our KZN Sales Reps Sugen Naidoo and Matthew McDonald conducts training at Allparts Durban

Matthew McDonald, KZN G.U.D. Sales Rep trains staff at Allparts PMB



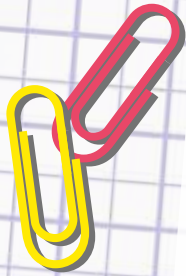
Witbank Midas received Basic Filtration training on 11 February 2016 from their G.U.D. sales representative Jerome Supra. The training proved very insightful to the staff who now have a better understanding of our products and can inform their customers about quality vs. sub-standard imports.



G.U.D CARES

CO₂

OPEN AIR SCHOOL GIFTED A SCIENCE LABORATORY



On 9 February 2016 we donated a new Science Laboratory to the Open Air School at their 95th Birthday celebration. The Open Air School has made history in Durban as the first special needs school to offer Physics as a matric subject for Grade 10 – 12 learners.

"The learners at Open Air School are an inspiration to us at G.U.D., we are proud of their motivation and commitment to excel in their studies. These learners are the future of our country and we encourage them to take advantage of having a dedicated Science Laboratory. They now have the opportunity to choose science- and engineering-oriented

career paths." said Anthony Trickey, G.U.D.'s Group HR & Legal Director, during his speech at the 95th Birthday celebration.

He also pledged an additional R 40, 000.00 to the Open Air School for further requirements for the Science Laboratory or any other school needs. Utilising an old classroom at the school, special consideration was taken to ensure that the lab was designed and converted to accommodate the specific physical requirements of the learners, whilst still maintaining the performance of a fully functional science lab.

G.U.D. has invested substantially in many schools throughout the country and is also the largest player sponsor at The Sharks Academy.



The science classroom before the upgrade



Anthony Trickey, Legal & HR Director, G.U.D. Holdings with Noel Moodley, Principal, Open Air School; Alvino Naidoo, Science educator, Open Air School and students



Happy 95th Birthday
Open Air School!

G.U.D. SPONSORED STUDENT SIGNS WITH THE SHARKS

Mzamo Majola, a new addition to The Sharks rugby team made his debut last year at the Shark Tank in a Currie Cup match against the Blue Bulls. The loosehead prop is a former Sharks Academy student and one of seven rugby players who received a G.U.D. Holdings sports bursary in 2014.

Commitment and hard work are attributes that are not new to Mzamo, from an early age he has been proving his skill on the rugby field and is making his former high school, Westville Boys High proud with his recent accomplishments.

The charismatic 20 year old is passionate about rugby, this is clearly evident in the excitement in his voice as he describes his

experience with The Sharks thus far and his sporting aspirations. "I want to be a Springbok, to wear the green and gold jersey for my country! The 2015 Rugby World Cup has motivated me to do what it takes to be out on the field with the best." he enthused.

Our Executives surprised Mzamo recently at a Sharks training session to observe his performance and congratulate him personally on his achievement.

They also expressed that to further support their investment in him, he will receive a G.U.D. vehicle sponsorship that will assist him in all his transportation needs such as getting to training sessions and matches.

"We are incredibly proud of Mzamo's rugby achievements, especially his contract with The Sharks. We believe in his talent and wanted to support him even further with a vehicle sponsorship." says Red Shuttleworth, CEO, G.U.D. Holdings

Mzamo is a well-rounded young man who has gained the respect of his peers and mentors. He has caught the eye of several key rugby industry members and has been labelled as the one to watch according to his former coach at The Sharks Academy.

As the largest player sponsor of The Sharks Academy, we believe in the potential of students like Mzamo who has shown he has the talent and ability to turn his dreams into a career.

"It was a privilege to train at The Sharks Academy, the Academy breaks the game down to its many core elements and spends time molding those elements to try and create the complete package. It is due to this form of training that I can boast about my SA U20 Championship and Currie Cup 2015 rugby achievements and add being a member of The Sharks squad to my list of achievements. **"**

– Mzamo



CONGRATULATIONS MZAMO! HAPPY DRIVING!

MOVERS & SHAKERS



Christo Maritz – Sales Representative - Industrial (Gauteng)



Clinton Myburg – Sales Representative - Industrial (Western Cape)



Derek Torlage – National Sales Manager - Industrial



Freda Ball – Customer Relations Co-Ordinator



Gavin Fourie – Sales Representative - Industrial (KwaZulu Natal)



Gert Jordaan – Sales Representative - Industrial (Gauteng)



Guy Lettelier – Sales Representative - Industrial (Western Cape)



Heather Murie – Sales Representative - Industrial (Western Cape)



Jacques Thyse – Sales Representative - Industrial (Gauteng)



Jonathan Grobler – Sales Representative - Heavy Duty (Western Cape)