



MEDIA INFORMATION

FOR IMMEDIATE RELEASE

#LookForTheSticker: NADA rolls out new dealer decal programme to build consumer trust

SOUTH AFRICA, Johannesburg, 25 November 2024 - The National Automobile Dealers' Association (NADA) is proud to announce the nationwide rollout of its new dealership decal programme, designed to empower South African consumers in making confident, informed choices about where to purchase or service their vehicles.

The distinctive NADA decals, prominently displayed at NADA-accredited dealerships, feature a QR code that directs consumers to the [NADA website](#), a comprehensive resource for understanding dealership excellence. The initiative represents a significant step forward in ensuring transparency, professionalism and trust across the automotive industry.

"Trust plays a pivotal role in the current automotive marketplace, brimming with options. Choosing a dealership with a proven reputation for trustworthiness ensures a smoother and more satisfying experience, backed by excellent service and professionalism," says Brandon Cohen, National Chairperson of NADA.

What the Decal Stands For

The decal is a badge of assurance, signalling that the dealership adheres to NADA's Code of Ethics - a commitment to upholding the highest standards of integrity, transparency, and consumer focus. By scanning the QR code, customers can access:

- NADA's Code of Ethics, which promotes trust and excellence.
- Dealer compliance and consumer protection guidelines.
- Industry news and updates.
- Resources aimed at enhancing dealership standards and customer experience.

Why choose a NADA-accredited dealership?

NADA represents nearly 1,500 franchised motor dealers nationwide, advocating for transparency and customer satisfaction while ensuring adherence to the Consumer Protection Act and industry standards.



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Consumers transacting with NADA members benefit from:

Expert knowledge: NADA members employ staff members who receive continuous, brand-specific training to stay at the forefront of automotive technology and are experts in the brands they offer.

Safety first: OEM-approved parts are used during repairs or servicing, prioritising customer safety and environmental responsibility.

Consumer advocacy: NADA ensures fair and transparent transactions, empowering customers with a framework for recourse should issues arise.

Extensive footprint: With nearly 1,500 accredited dealerships nationwide, NADA offers consumers access to a vast network of trusted dealerships, ensuring reliable service and support are always within reach, no matter where they are in South Africa.

“By introducing this programme, we aim to reassure consumers that they are dealing with reputable dealerships committed to their satisfaction and safety,” explains Thembinkosi Pantsi, NADA’s Vice Chairperson.

The importance of physical dealerships in a digital era

Even as digital innovations transform the automotive landscape, physical dealerships remain indispensable for facilitating a hands-on vehicle buying experience. *“Trusted dealerships serve as a bridge between consumers and cutting-edge automotive innovations, offering tailored advice and solutions that meet individual needs,”* adds Pantsi.

“South Africa boasts dealerships that rival global standards in quality, service and trust. NADA’s decal programme celebrates these leaders in automotive retail, strengthening the relationship between consumers and dealers while ensuring a seamless, transparent car-buying journey,” concludes Cohen.

Join the Movement – #LookForTheSticker

NADA is a proud association of the Retail Motor Industry Organisation (RMI).

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About NADA

The National Automobile Dealers' Association (NADA) is the professional body representing vehicle franchise motor dealerships in South Africa. It has 1,450 members, accounting for 85% of new franchise dealerships. The country has approximately 1,600 new franchised automotive dealerships providing direct employment to 58,000 with a multiplier effect of providing indirect employment to more than 70,000 personnel. NADA is a proud constituent association of the Retail Motor Industry Organisation (RMI) and has affiliations with similar organisations worldwide. It aims to enhance the image of the retail motor business, foster dealer-manufacturer relationships, and address members' concerns with government.

NADA and its members are strong supporters of complying with the RMI and the Consumer Protection Act's Codes of Conduct for the Automotive Industry. It plays a vital role in the automotive industry, acting as the respected voice of the retail motor industry in South Africa.

PLEASE NOTE: This press release is relevant for four months post the date of release of content. Please contact Meropa Communications for any updates if the content is going to be utilised thereafter.

Issued for and on behalf of NADA by: Meropa Communications

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