STAFF INVESTMENT AND LASER FOCUS DRIVE ORBIT COMMERCIAL VEHICLES CAPE TOWN TO THE TOP

In April, Orbit Commercial Vehicles Cape Town was named Daimler Truck Southern Africa's Overall Dealer of the Year—a remarkable third win in just four years. Cornél Oelofse, Franchise Executive for Orbit Commercial Vehicles Western Cape, shares the approach that has helped the team consistently reach such impressive milestones.

"We're incredibly proud to see the commitment and consistency of our team recognised in this way," says Cornél. "We're equally thankful to our principals at SuperGroup Dealerships for their unwavering support and continued investment in our business."

At the heart of Orbit's success is a straightforward philosophy: "We aim to attract as many customers as possible and turn them into lifelong partners by continuously adding meaningful value to their operations," he explains.

This customer-centric mindset is echoed in the famous words of Albert Einstein: "Strive not to be a success, but rather to be of value." It's a mantra the Orbit team lives by.

"In every interaction, we look for ways to enhance our customers' businesses. Our team is constantly identifying new opportunities and developing innovative, proactive solutions to better support their operations."

One such innovation is Orbit's dedicated Key Accounts Aftersales Support Unit, led by industry veteran Hilgardt van Nieuwenhuyzen and Connectivity Specialist Carmalitha Joseph.

Hilgardt ensures that every aftersales need of Orbit's key accounts is handled with precision and care, while Carmalitha leverages tools like FleetBoard and Mercedes-Benz Uptime data to keep customer fleets running smoothly—with minimal downtime and maximum efficiency.

A Culture of Teamwork

"We're exceptionally proud of our entire team," says Cornél. "From senior managers to the wash bay—and every role in between—everyone works together like a well-oiled machine."

"And finally," he adds, "we are sincerely grateful to our principals at SuperGroup Dealerships for giving us the freedom to innovate and grow. Their belief in us makes all the difference."



Suzuki Boksburg Goes Pink in Support of Mieke

On Friday, 13 June, the Suzuki Boksburg team proudly donned pink in a heartfelt show of support for Mieke, a courageous young learner from Laerskool Concordia, who is currently in ICU battling encephalitis — a serious and potentially life-threatening condition that causes inflammation of the brain.

Mieke's journey has touched us all. Encephalitis can severely affect essential brain functions such as movement, memory, speech, awareness, and even breathing. The road to recovery is often long and requires intensive care and unwavering strength.

Our bond with Laerskool Concordia has flourished since our sponsorship of their rugby field floodlights, and today, that bond is stronger than ever as we stand with them — and with Mieke — during this incredibly difficult time.

We extend our heartfelt request to our wider community: please keep Mieke and her family in your thoughts and prayers. We believe in the power of unity, the strength of community, and the healing force of love and support. We're holding onto hope for a full and strong recovery for this brave little girl.



Supergroup Dealerships Celebrate Excellence Across Jetour and JLR Brands

We are proud to acknowledge the outstanding achievements of our Supergroup Jetour and JLR Dealerships, who were recently honoured at their respective national award ceremonies. These accolades are a testament to the dedication, passion, and hard work of our teams across the country.

Jetour South Africa Annual Awards – A Showcase of Excellence

Supergroup Jetour Dealerships stood out at the Jetour SA Annual Awards, receiving top honours across several categories:
2024 Top Performing Marketing Manager
2024 Top Performing Dealer (Large Category): Jetour Midrand
2024 Top Performing Dealer (Small Category): Jetour Mbombela
2024 Journey Collaboration Award (Small Category): Jetour Rustenburg
2024 Top Performing DP – Jetour Midrand (Category: Large)
2024 Top performing Sales Excutive -Jetour Midrand (Category: Large)
2024 Top performing DP – Jetour Mbombela (Category: small
These recognitions reflect the drive, innovation, and service excellence embedded within our Jetour teams. Congratulations to all involved for your exceptional performance and contribution to growing the Jetour brand in South Africa.

JLR East Rand – Leading the Way

Under the leadership of Mr. Johan Coetzee, JLR East Rand continues to set high standards of excellence, earning multiple honours including:
2024 F&I Champion (Finance & Insurance)
2024 Quality Manager Champion
Special Recognition: Long-Standing Service Award presented to Mr. Johan Coetzee in recognition of over 15 years of loyal service to the JLR brand.
These achievements reflect the strong culture of commitment and professionalism that defines our JLR operations.

To all the award winners and teams behind the scenes – thank you for your continued dedication to excellence. Your hard work not only drives our brands forward but also strengthens our Supergroup legacy in the South African automotive landscape.

Supergroup Dealerships Step Up to Support Local Communities

Across our dealer network, we are proud to witness acts of generosity and community spirit that go far beyond business. Two recent initiatives—driven by the compassion and commitment of our team members—have once again shown the heart behind the Supergroup name.

Toyota Knight Rises to the Occasion

When Cupcakes of Hope, a non-profit organisation supporting children with cancer, approached Pierre Potgieter for assistance in securing a vehicle to transport young patients, he didn't hesitate to take action. Although the dealership was unable to assist directly, Pierre, in his personal capacity as a Toyota Knight, took the initiative to organise a fundraising golf day.

Thanks to the generosity of all who participated, Pierre successfully raised enough funds to purchase a vehicle—specifically a Toyota Rumion—from Rand Stadium Toyota. The fundraising also covered a few months' worth of insurance costs, ensuring the organisation can begin using the vehicle immediately without added financial pressure.

The official vehicle handover is expected to take place on Friday, 13 June or Monday, and we look forward to sharing photos of this special moment soon. This act of service truly reflects the Toyota Knight spirit and the Supergroup values we hold dear.

Warm Hearts for Cold Noses at Edenvale SPCA

Meanwhile, at Basil Green Ford, the team extended their support to the Edenvale SPCA just in time for winter. The dealership donated unused vehicle carpets to help line the kennels and provide warmth for the animals during the colder months.

In a touching personal gesture, team member Jean went above and beyond by spending R900 of his own money on treats and toys for the animals, ensuring the donation included both comfort and joy for the furry residents.

This initiative was also shared on Facebook and received a warm response from the community—demonstrating the positive impact of small acts of kindness.



