

Peugeot revitalising its image

 By [Henrie Geyser](#)

25 Jan 2012

As part of Peugeot South Africa's plans to boost the brand's image, service and sales during 2012 it is introducing for the first time in the French carmaker's history a full five-year maintenance plan for its entire passenger car range.



The full maintenance plan, which covers all services, maintenance and parts, excepting fuel, top-up oil and tyres, will also be available as an optional extra on its light and medium commercial vehicle range.

"We are immensely proud to be offering Peugeot purchasers a five-full maintenance plan for the first time, says Francis Harnie, managing director of Peugeot SA. "The decision not only offers our customers peace of mind motoring but is also proves Peugeot's confidence in its products and its dealer network."

Harnie says the introduction of the five-year full maintenance plan will allow Peugeot new car owners to plan their motoring budget accurately, with no additional expenses, hidden costs of service price increases to contend with during the maintenance plan period.

"But the benefits of the plan also extend to ensuring that every Peugeot vehicle is professionally maintained, using only Peugeot original parts, which will further contribute to the ownership experience, while also boosting resale value."

Roadside assistance part of the plan

The new maintenance plan also includes effective roadside assistance, 24 hours a day, seven days a week, for the duration of the plan's five-year validity.

The introduction of the maintenance plan is the latest initiative in an ongoing strategy to enhance the Peugeot ownership experience through strong focus on product and service excellence.

He said parts distribution from the company's dedicated warehouse has improved dramatically, with between three and four daily deliveries in the Gauteng area ensuring rapid parts supply and minimal delays.

He said Peugeot has a lot to be excited about in 2012. The year marks a decade since the brand officially returned to the South African market and it also heralds a significant turning point for the company as it focuses on expanding its model line-up with several important new additions.

In addition to a number of models launched locally in 2011 Peugeot plans two important new model introductions soon. They will be the 4008 all-terrainer and an all-new 208 compact hatchback, aimed directly at women buyers.

Going into new territory with the 4008

The 4008 will be Peugeot's first fully-fledged compact SUV and will hopefully extend the appeal of the brand into new territory.

"On a strategic level, Peugeot's global intent is to develop markets outside mainstream Europe," Harnie says. "Africa is central to this process, and with its strong presence locally, SA is set to play a pivotal role in this globalisation."

In addition to competitive parts pricing it will also be extending its Call Centre and Training Centre and expanding its dealer network from 24 currently to 31 by the end of this year.

"The entire automotive industry has gone through a major shake-up in recent years and Peugeot was also compelled to focus on quality and efficiency, rather than sales volumes," Harnie says. "We are optimistic about the year ahead and we are confident that we are going to change the public's perception of the brand and re-instil consumer confidence."

ABOUT HENRIE GEYSER

Henrie Geyser joined the online publishing industry through iafrica.com where he worked for five years as news editor and editor. He now freelances for a variety of print and online publications, on the subjects of cars, food, and travel, among others; and is a member of the South African Guild of Motoring Journalists. henrieg@iafrica.com

■ Lexus F-Sport: Winning hearts and wallets - 13 Mar 2018

■ Kia Sportage gains Extra appeal - 20 Feb 2018

■ Jaguar F-Type thrills with topless fun - 9 Feb 2018

■ Elegant but pricey Discovery - 31 Jan 2018

■ Sexy Aygo goes topless - 27 Nov 2017

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>