

Autohaus Centurion teaches women to fix it in Broken Heels

A manly workshop turned into a pink haven, filled with enthusiastic female Volkswagen owners ready to learn the basic 'how to's' in certain breakdown situations.

Ladies across Pretoria took up the challenge to avoid becoming "the damsel in distress" by attending the first ever Broken Heels workshop, an Autohaus Centurion initiative. Two sessions were held on Saturday, 20 October 2012, at the dealership and presented by the after sales team.

"This workshop is intended for all ladies who would like to become self sufficient and know how to change a flat tyre or jump start their own vehicles should they ever need to. It was identified at both sessions that it is a much sought after initiative that should have happened a long time ago," says dealer principal, Peter Preusse.

Basic concepts

The ladies took the bull by its horns by learning exactly what each warning light means and which ones need urgent attention. They learnt the basic concepts and the ability to help themselves in tricky situations.

Sharnie Malan from Volkswagen SA joined the morning workshop. "The Broken Heels concept is such a fantastic idea not only from an information sharing perspective, but also from a long term relationship building point of view with our customers." One of the guests, Matshidiso Maponya commented: "The session gave me enough knowledge to be hands-on and not just a pretty face because I can proudly say I am capable of changing a tyre...even in broken heels!"

Autohaus Centurion made history by hosting the first ever Broken Heels workshop. "We look forward teaching all our existing and new female customers the tricks of the trade by hosting further events of this nature", said after sales managers and trainers, Victor Farquhar and Moses Munyai.