

Midbay Group the new owner of Peugeot Citroën Richards Bay

Peugeot Citroën South Africa's corporate restructuring in 2014 was aimed at streamlining the organisation and reshaping the company to improve efficiency, innovation and customer experience.



The change brought about many opportunities for both brands and has allowed the company to continue its growth path in South Africa, with strengthened efforts to broaden both brands' impact in the motoring arena. Following the changes at head office, it was only natural to see transformation within the dealer network.

One such major adjustment was the recent takeover and relocation of Peugeot Empangeni to Richards Bay. The franchise, now known as Peugeot Citroën Richards Bay, has also changed ownership to the Midbay Group. The new dealership opened its doors at the beginning of this month.

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