

## Editor's note



Dear colleagues,

Communication can be briefly described as the sharing of information. Effective communication happens when the sharing of information by the sender is easily understood by the receiver and feedback is given in return. A need was identified to have effective communication from our Head Office to our Dealer Network.

It is my pleasure to introduce you to our very first dealer newsletter entitled, "The Bumper Sticker".

The Bumper Sticker is a communication channel designed especially for our dealer network. It is a medium for Head Office, in South Africa, to communicate to the dealer network about relevant matters as well as some fun aspects.

This fortnightly publication will be published online and hosted on the dealer portal. Each publication will contain a message from our CEO and information from across all business areas.

The name Bumper Sticker was chosen as a fun element which has a connotation to cars. Keeping with the motor industry and elements of fun our marketing team found the name fitting.

In this first issue you will come across a variety of articles. You can expect a 2014 welcome message from our CEO, some interesting information on the highly anticipated Alfa Romeo 4C, some global news from the Super Bowl, upcoming events and dates not to be missed and some very exciting aftersales news.

I trust that you will enjoy reading this new publication and also provide me with your feedback and ideas.

Look forward to hearing from you.

Happy reading!



Kind regards

Lian