

Driving Community Impact: Bidvest McCarthy Toyota Bruma Gives Back

Bidvest McCarthy Toyota Bruma continues to strengthen community ties through a range of initiatives – from sponsoring youth sports and school programmes to supporting local safety and cleanliness projects. Highlights include the Soweto Polo Cup, Jeppe Boys High School hockey tour, Mater Dolorosa Parish Golf Day, and the Safer City, Clean Village, Better Queen Street campaigns.

Their partnership with SAPS on the Coffee with a Cop initiative further reflects their commitment to a safer, more connected community.

Each initiative reflects Toyota Bruma's vision to make a meaningful contribution to society while fostering positive brand visibility and community trust.

Soweto Polo Cup

A golf tournament aimed at promoting the sport among Soweto's youth. Our general manager, a proactive networker, was approached at a conference to co-sponsor the event, which would showcase our branded cars and advertise our dealership. He seized the opportunity, aligning with our marketing strategy and commitment to local investment.

The event allowed us to display our cars and advertise on the course, supporting our social responsibility pledge and investment in the community. We've seen positive results, including increased traffic to our service department and community feedback. Our recent relocation to a more secure, visible location has also contributed to this growth.

Jeppe Boys High School

Our sponsorship towards the Jeppe Boys High School was well received and greatly appreciated.

The hockey team needed funds to send the youths to compete abroad and below is an excerpt from their plea.

"I trust you are well.

Thank you once again for placing an advert in our Jeppe Magazine!

As part of our overseas hockey tournament, and reflecting on the 2019 experience, we have compiled a list of essential items for your reference.

Toyota is welcome to sponsor any of these items, which will offer full branding opportunities and showcase Toyota's support for the team.

Please don't hesitate to contact us if there's anything else we can assist you with.

The National Automobile Dealers' Association (NADA) represents South African business owners managing new vehicle dealerships and qualifying used vehicle outlets.

MATER DOLOROSA PARISH golf day at Killarney Golf Course

The nearby parish(which services the local worshippers) hosted a fund raiser golf tournament and were sponsored with prizes and gifts.

We displayed our cars and banners on the course. Above is their acknowledgment of our contribution.

They requested that we do the same going forward and we agreed. Many of our customers attend the above church and thanked us for the sponsorships.



Hi Ravi / David

Thanks for the gifts you provided

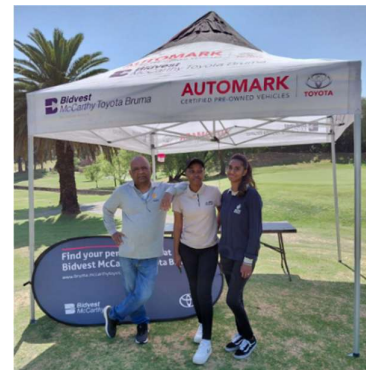
We are going to allocate you with a hole where you can display 2 vehicles with Gazebos

Not sure whether you will provide any refreshments to the golfers

We trust that next year you will allocate a budget for our Annual Golf day and take up a 4 ball with sponsorship

Kind Regards

Paul Arokiam



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Safer City, Clean Village and Better Queen Street

We're engaged with local initiatives, collaborating with businesses and residents on security and cleanliness projects, such as SAFER CITY, CLEAN VILLAGE, and BETTER QUEEN STREET in BRUMA. Our goal is to enhance our image, build community relationships, and invest in staff and local projects, yielding long-term benefits through subtle, effective advertising.



Evening. Langermann getting some love today

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SAPS engagement.

The SAPS Kensington and Cleveland precincts and the CPF consider our support and participation as being critical in averting crime in the Bruma area.

We co-sponsored a recent roadshow "COFFEE WITH A COP", which was attended by the taxi associations and businesses in the greater Kensington area.



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