

STANDING UP FOR A MORE ETHICAL AND TRUSTED AUTOMOTIVE ENVIRONMENT

As proud members of the Retail Motor Industry Organisation (RMI), we are presented with an opportunity every day to uphold the highest technical and ethical standards. The way we conduct ourselves and our businesses directly builds consumer confidence, strengthens trust, and reinforces the RMI brand.

The RMI brand, together with its associations, is deeply entrenched in the industry and recognised by key stakeholders. We have invested significant effort in educating consumers about the value of choosing only accredited members.

Unfortunately, we continue to see instances of unprofessional businesses falsely claiming RMI membership to solicit customers. This past week we were alerted to another such case in Krugersdorp, which was featured on the Devi Show on Sunday 21 September.

The business in question was not an RMI member but the business owner misrepresented himself as one to certain customers so he would get the work and they would not lose their aftermarket warranty or have problems with their insurance.

We want to take this opportunity to remind you of the importance of reinforcing this message with your customers:

- Always use an accredited RMI member business.
- Rather than just accept a verbal acknowledgement, please go to our RMI website and check if the business is indeed an RMI member.
- All accredited RMI members display a membership certificate. Customers can scan the QR code to confirm validity.

Ongoing communication

From our side, we will continue to educate consumers. In the past month alone, we have engaged in three radio interviews on how to avoid being scammed. This theme will continue in our PR and through our social channels.

Setting the benchmark

You belong to an ethical, professional organisation that continues to set the benchmark in the automotive aftermarket sector. The RMI remains committed to driving excellence and transparency, and to ensuring that consumers have legitimate and ethical recourse when needed.

Please also remember that social media has become a powerful platform for consumer activism. These channels are monitored regularly to safeguard your reputation and that of our organisation.

In closing, if you become aware of any organisations misrepresenting themselves, please alert Danelle directly at danelle.vandermerwe@rmi.org.za

For any media queries, please escalate these to our PR partners: Jacqui Moloi at jacqui@findleypr.co.za or Cath Jackson at cathy@findleypr.co.za

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