

Gabriel Increases It's Social Presence



GabrielShocksZA
 gabrielshocksza
 GabrielShocks

Social media connects people and creates families of likeminded individuals. As Gabriel has been a part of most South African families for over 100 years, they have started to embrace this medium as a primary method of communication along with direct branded sales team communication.

Currently the No 1 liked and searched in our sector, Gabriel have set objectives to connect with more trade and end user based readers through new and exciting South African messages and content, all addressing the primary question "Why Gabriel?".

Be safe, Be sure, Gabriel

TRADE TALK

Shock tester installed 1st week of May 2014

"The Shock Tester really works! - Since we have started using it, not only have our shock sales increased, but we've picked up much more suspension as well. I'm impressed. I have emailed all the car dealerships to let them know the machine is here and I'm really looking forward to the Mad Week Promotions to help spread the word as well."

Testimonial - J.P Van Rooyen - GM from Supa Quick North End, Port Elizabeth



Strand Auto Spares Winter Warmer Promotion

Stephen attributes his growth in shock sales to the order he placed at the Autozone Trade Show in March '14 (which resulted in him winning a fridge). He increased his range by adding numbers he never kept before and is now reaping the results.

Month to date he has sold 40 shocks, almost 100% growth year on year. Stephen says "the Winter Warmer Promotion has created awareness amongst his regular customers".



CUSTOMER TALK

Thank you Kasia and Johan Moolman from Pretoria for not only being a part of our family but for also finding the time to send pictures of our Gabriel Shock Absorbers being used under some of the most extreme conditions possible in Iceland.

Be safe, Be sure, Gabriel



Q: Is it necessary to replace worn or damaged bump rubbers?

A: The compression bumper, which fits into the boot, avoids internal damage caused by metal-to-metal contact under severe compression of the piston rod.

Without this the piston rod will smash into the foot valve causing premature failure of the shock absorber.



FAULT FINDER CHART

Available free of charge through your Gabriel Representative is a quick reference warranty poster guide, that aids in the correct assessment and reporting of product faults. This poster not only helps you categorise and code a product fault correctly (prior to processing through the Gabriel Warranty Process), but more importantly assists you visually in identifying common "no claims", potentially saving your time and money.

Common "no claims"



No Bump Rubber



Broken Dust Cover



Broken Mounting



Bent Shaft



Loss of Oil / Gas



Slotting



Mounting Bolts



Mounting Bolts

Be safe. Be sure



For more information: www.gabriel.co.za
or call 0861 GABRIEL (4227435)