

Mitsubishi opens 5 new dealerships across South Africa

Mitsubishi Motors South Africa (MMSA) has expanded its dealer footprint with the opening of five new facilities in four provinces. This brings the total number of Mitsubishi dealerships in South Africa to 53.



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Two of the new dealerships are located in Gauteng; the first being Mitsubishi Motors Zambezi in Pretoria and the other, CMH Mitsubishi Midrand. The brand's presence in the Free State has been bolstered with the opening of Morgan Mitsubishi Bethlehem and CMH Mitsubishi Ballito caters to customers on the north coast of KwaZulu-Natal. Finally, Mitsubishi Motors Paarl is now open for business in the Western Cape.

The new dealerships all flaunt Mitsubishi's new corporate identity, which was introduced locally in April 2021. "These facilities communicate our vision, purpose, values, cultures and behaviour by using images, styles, colours and themes that represent the brand. We wanted to create spaces that are attractive and inviting, allowing customers to interact with our products in environments that appeal to the senses," says Jeff Allison, manager: marketing at MMSA.

"The opening of these five new facilities is a continuation of MMSA's approach to the strategic placement of dealerships in order to capitalise on the Mitsubishi brand. It goes hand in hand with our targeted new model strategy and aims to continue bringing new customers into the Mitsubishi fold," says Allison.

“Dealerships around the country have reported continued customer interest in the diverse range of Mitsubishi products on sale in South Africa. The five new dealerships will capitalise on this interest by attracting new customers, thus expanding the base of loyal Mitsubishi customers,” said MMSA in a statement.

“Our dealers have always had a reputation for going above and beyond the call of duty when it comes to providing customer service of the highest calibre. We are confident that the five new dealerships will have a positive impact on sales figures across all segments of the local market in which Mitsubishi is represented. A brand is only as strong as its dealer network and Mitsubishi is fortunate enough to currently find itself on a very firm footing indeed,” Allison concludes.

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