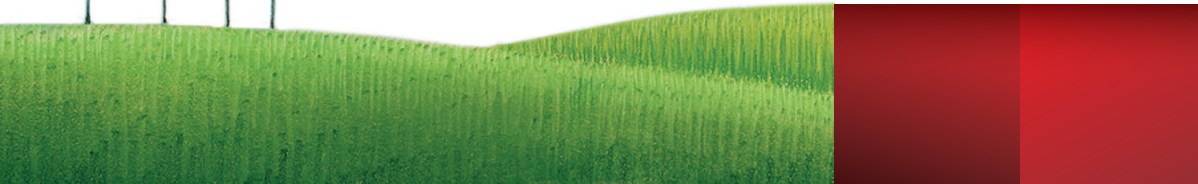


# THE HOTHOUSE COMMUNICATIONS

marketing communications



**THE SANDOWN WAY VALUES**

**OUR VALUES**  
 Passion | Respect  
 Integrity  
 Self-discipline

**PASSION**

**OUR BEHAVIOURS**  
 Recognise performance, effort and commitment  
 Be proud of our company and yourself  
 Be enthusiastic about our company and your role in Sandown's success  
 Go the extra mile  
 Have fun!

*"The biggest impediment that you can make to believe that you are working for yourself alone... The driving force of a career must come from the individual, wherever you are, owned by the company, you have your own!"* - Sir George

**Sandown Motors**

**© Sandown Motors**

**THE SANDOWN WAY VALUES**

**OUR VALUES**  
 Integrity | Self-discipline  
 Passion | Respect

**INTEGRITY**

**OUR BEHAVIOURS**  
 Deliver on your promises, ALWAYS  
 Be beyond reproach  
 Be honest and fair in your dealings  
 Be bold and voice your opinion respectfully  
 Be trustworthy

*"Live so that when your children think of 'business, caring, and integrity, they think of you."*  
 - St. Jackson Brown, Jr.

**Sandown Motors**

**THE SANDOWN WAY VALUES**

**OUR VALUES**  
 Respect | Integrity  
 Self-discipline | Passion

**RESPECT**

**OUR BEHAVIOURS**  
 We respect our customers, business partners and our colleagues  
 We listen to the ideas of others  
 We embrace and celebrate diversity  
 We treat others with the respect with which we would like to be treated  
 We communicate respectfully, relevantly and transparently.

*"We could learn a lot from crayons. Some are short, some are pretty, some are dull, some have weird names, and all are different colours. But, they all fit nicely into the same box."* - Unknown

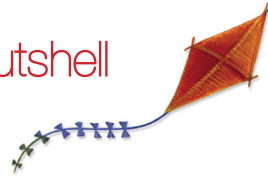
**Sandown Motors**

► Sandown Motors | Transformation Campaign





The Hothouse Communications *in a nutshell*



The Hothouse Communications offers clients tailored, cost-effective Marketing and Communications solutions. We pride ourselves on our highly personalised, efficient and responsive service.

### **BEE Status**

As an EME, The Hothouse Communications automatically qualifies as a Level 4 enterprise, which is equivalent to 100% BEE recognition.

### **OUR MISSION**

*'To be a highly respected marketing communications agency that serves reputable and admired clients and which is widely recognised by clients, the industry, and competitors for its work of superior quality and exceptional client service.'*





Our values and the way we work

**EQUILIBRIUM**  
towards true business  
OCTOBER 2013

5 WIVES AND 2918 FOR HEALTHY LIVING

**RECIPIENTS**

Send to a friend  
Contact Us  
Subscribe  
Unsubscribe

**RECIPIENTS**

Send to a friend  
Contact Us  
Subscribe  
Unsubscribe

**HEALTHY EXERCISE INTO YOUR DAILY ROUTINE**  
Finding time to exercise between work and caring for a family may prove challenging. We provide some tips. Read more...

**BEAT THE BACK PAIN**  
If you suffer from back pain, you are not alone. It's estimated that four out of five adults experience the symptoms of lower back pain at least once in their lifetime. Here's how to prevent recurring back pain. Read more...

**MAXIMIZE STRETCHING PART OF YOUR EXERCISE ROUTINE**  
Rather than being a mere afterthought (or after forgotten), stretching should be an integral part of your exercise routine. Read more...

**DON'T LET STRESS GET THE BEST OF YOU**  
Stress increases blood pressure and could lead to heart andaching muscles. Here's how to prevent that from happening. Read more...

ABOUT US | INVESTMENTS | SEND TO A FRIEND | CONTACT US

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**Life**  
February 2014

Dear Fellow Entrepreneur:

Welcome to the February edition of Life, our most monthly readable to keep you informed of all the latest news from our working states of business. We're so excited to bring you this month's worth of articles.

In this issue we bring a bit of background on the impressive Chrysler Group, which employs over 70,000 employees worldwide and we introduce a new vehicle that will soon become an icon and bring pleasure to all who drive the A/C.

Enjoy, and I hope to see you at one of our seminars next!

Chris van der Meer  
CEO/President, Chrysler Jeep Dodge Ram A/C  
Southern Chrysler Jeep Dodge Ram A/C part of Southern Business  
Southern is a member of the Continental Group. [www.southernbiz.com](http://www.southernbiz.com)

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📍 **01** Looking for a people mover? We have a 16-seater just for you!  
The new 2014 Fiat Toppo is a crossover from Fiat's iconic Jeep brand designed for people looking for an A/C, seven seating, 14 tie-down capacity and 10 tie-downs. And the best part you only need a high school diploma. [Click here for more.](#)

📍 **02** Chrysler Group LLC Corporate Overview  
The use of creative design led with the creation of premium and high-tech technological advancement vehicles and CC (Carbon fiber) materials and engines around 70,000 and millions.

📍 **03** Southern celebrates the A/C in Cape Town  
Southern's flagship A/C dealership in Cape Town, Cape Town, is one of only four dealerships in the country to be selected by A/C as, which has been selected by the industry as one of the best dealer locations.

📍 **04** Ilicion Masterpiece on the ceiling of a Fiat SUV  
Celebrated Italian artist Nancy Hecht has created an artwork reminiscent of the Statue of Liberty on the ceiling of the interior of a Fiat SUV.

📍 **05** More drive for your Brand  
The Jeep Grand Cherokee now comes standard with an optional 100,000 Premium Maintenance Plan, so you drive longer for less. [Click here for more.](#)

📍 **06** Fiat and Chrysler adopt a new logo  
Following an initial phase with two corporate logos appearing side-by-side, Fiat and Chrysler have merged their designs, combining the two into a single emblem. The new logo is a perfect blend of the two brands, creating a new identity for the company.

📍 **07** Meet a monthly exclusive customer available for courtesy of Southern's Chrysler Jeep Dodge Ram A/C presentation and a monthly membership opportunity with our partners. We do not want to send you copies if you do not wish to receive this communication.

Southern Business has over 2,000 Professionals Representatives  
[www.southernbiz.com](http://www.southernbiz.com)

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**Chrysler**  
Chrysler Group LLC

**Fiat**  
Fiat Group

**Jeep**  
Jeep Group

**Dodge**  
Dodge Group

**Ram**  
Ram Group

**A/C**  
A/C Group

Integrity and honesty | Professionalism | Fairness | Hard work | Teamwork (internally and together with clients) Confidentiality of client and company information There is no such thing as "it can't be done" Taking responsibility | Taking initiative and being proactive Doing things right, the first time | Caring about detail Fostering long-term relationships with clients and suppliers Charging a reasonable fee for the quality work we produce.

*We have enjoyed mutually beneficial relationships with many of our clients for over* **24 years**

### **Our clients, past and present**

We are fortunate to work with some of the country's most respected and admired companies, including FUSO Trucks South Africa (a division of Mercedes-Benz South Africa), Bidvest Automotive Retail, Sandown Motor Holdings, Imperial Car Rental Division (Europcar and Tempest) and Super Group Dealerships. Other clients include the Motor Industry Staff Association (MISA), the Independent Dealer Association (part of Lightstone Auto), the Retail Motor Industry Organisation (RMI), SAOU, Tugela Mining & Minerals, the Motor Industry Retirement Funds, Transparent Financial Services, the ILO, MIBCO and Beagle Watch Armed Response.

Living our value of creating long-term relationships with clients, we have enjoyed mutually beneficial relationships with many of our clients for over 20 years (since the company's inception).

### **Accolades**

While our ultimate accolade is a note from a satisfied client, we are proud that our work has been recognised by the national South African Publication Forum, where a number of our publications won national awards.

### **How we add value**

We live close to our clients and the industries in which they operate. Since we operate on a basis of mutual trust and respect with our clients (they know that they can rely on us to honour our confidentiality value at all times), they allow us to become part of their "family" and afford us insight into pertinent issues in the company and the industry. This, in turn, enables us to follow a proactive approach to developing our marketing and communications strategies. We also make the investment to spend time with clients and their relevant stakeholders to get to know their businesses better, which enables us to identify angles and issues of relevance that need to be communicated.

Your complimentary copy

# DIESEL&DUST

Newsletter from Sandown Commercial Vehicles  
Spring 2014

# PULSE 01

ISSUE 1 | APRIL 2014

- Sandown's DODY winner
- Mercedes-Benz's new
- The end of the road
- A new way of doing business
- Employee news
- Local news

# MISADATA

2014

**Women's Forum**  
MISA Woman of the Year announced

**Legal**  
Is dismissal the end? You have the right to be heard

**Work smart**  
Start moving to improve performance at work

# INVESTING

## TO THE FUTURE OF THE MBPC DIVISION

The MBPC division is putting the foot down on a number of facility investments.

“The new Hamburg, which Sandown's new Configuration Centre will be based in, is a massive investment.”

“While we try to cut costs where necessary, we treat our people as an investment in our future.”

**Mercedes-Benz Centre City's AMB Aberdeen** is undergoing a complete re-configuration to welcome and support our customers and, in time, will enable new configurations to be developed.

“The new Aberdeen, which Sandown's new Configuration Centre will be based in, is a massive investment.”

Mercedes-Benz Sandown has also announced plans for the new Aberdeen, which will have a base capacity of 200 cars. John Austin, Brand Centre leader Glasgow West, explains:

“The first time we will have a base capacity of 200 cars. John Austin, Brand Centre leader Glasgow West, explains:

And last but not least, good progress has been made on discussions with AMBA regarding new developments in the Island. But more on that later!

...of the PC team's performance.

...very proud of how the team has managed not only to meet, but also exceed, the targets for the first and second quarters of this year in almost all the dimensions of our business,” says Thomas.

“It is a success story, and it just goes to prove that dedication, focus, and teamwork make all the difference.”

After a very successful start in the first quarter, the Sandown PC team had a particularly successful second quarter of the year with a record 1 000 new vehicles delivered, used car achieving targets consistently and the other sales business contributing nicely on top,” and we are only getting started!” he adds.

The run-out of the old C-Class was particularly successful with the new C-Class has been very favourably received in the market. It all culminated in June with both the new and the old C-Class copying the Sandown PC team for new success in new car sales.

“We have a solid first six months behind us and I am confident that the second half of the year will be equally successful. It will certainly not be a walk in the park and will demand a lot from everybody, but the view here is that hard work and looking forward to the challenges,” says Thomas.

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**Moves and shoves**

There have been some recent management moves in the PC division.

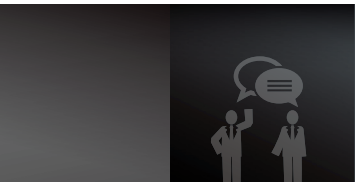
**Shawn Solomon**, previously Head Car Sales Manager for Glasgow West and Cape Town, now has

national responsibility for used vehicles in the entire PC division, which includes the Belfast/Inver Centre.

**Patrick Wilson**, previously for AMPC, Glasgow West, now also has a national role and

has taken the Western Cape and Board Market Centres under his capable wing.

**Rab Brewer** has joined the PC division and will fill a new position as Performance Controller, in addition to his IT and systems functions.



But don't just take **our word...**

“The credit for the success of the McCarthy Mirror should go to The Hothouse. Their team has made it their business to get to know our business and its people. Over the years they’ve developed a thorough understanding of our group’s vision, strategies, key priorities and values. The content of McCarthy Mirror is therefore relevant and appropriate as they always manage to give the information they receive, meaning.

To enhance the impact, the articles are well written and presented in a manner that is attractive to the target audience. There is no doubt that our group derives meaningful business benefits from their efforts. The quality of service we get from The Hothouse is outstanding.”

*– Brand Pretorius, former CEO, McCarthy Limited.*



“Die belofte van stiptelikhed het al menige organisasies rooi in die gesig gelaat. The Hothouse Communications het in elke geval waar ons soms ’n baie moeilik uitvoerbare taak aan hulle deurgegee het meer as slegs aan die verwagtinge voldoen. Hulle kry dit met gemak reg om op vindingryke en baie professionele manier uitdagings te aanvaar, en skroom ook nie om saam met hul kliënte eienaarskap van ’n projek te aanvaar nie. Die wete is vir ons as kliënt baie gerusstellend. Hul dienslewingsvermoë om kliëntgerig te wees en op unieke wyse waarde toe te voeg en aan baie diverse behoeftes te voldoen, is ’n maatstaf waaraan ons ander dienslewingsorganisasies meet.”

– Adv JJ (Koo)s Nel, Bestuurder: Streekbemarking Old Mutual PFA.



Mercedes-Benz | Electronic Mailers ◀

Three compelling reasons to join us on 18 July!

Mercedes-Benz Commercial Vehicles - Cape Town

Call us on details of the latest innovations in your industry and see all that we have to offer our challenging environment!

Business experts to attend include an academic, senior industry corporate executives, leaders and experts in innovation, technology, leadership and general business strategy.

Spent your entire year with a Mercedes-Benz Commercial Vehicle? Spend your entire year with a Mercedes-Benz Commercial Vehicle and receive a complimentary Mercedes-Benz Commercial Vehicle and a Mercedes-Benz Commercial Vehicle.

RSVP today to make sure you don't miss out! If you have already confirmed your attendance, we look forward to welcoming you at the event!

Thursday, 18th July 2013  
10:00 AM - 12:00 PM  
Hagler, Jackson, Thomas Park, Century City  
Venue: Hagler, Jackson, Thomas Park, Century City  
Event Code: Mercedes-Benz  
RSVP: Mercedes-Benz Commercial Vehicles - Cape Town

Aide Memoire  
Thank you for accepting our invitation!

Mercedes-Benz Commercial Vehicles - Centurion

Date: 21 August 2013  
Time: 10:30 AM - 12:00 PM  
Venue: Mercedes-Benz Commercial Vehicles, Centurion  
1 Park Avenue North, Highway Business Park, Roosterskudde  
Event Code: Mercedes-Benz  
We look forward to seeing you there!

Stand a chance to win!

Kindly email the chassis number of your vehicle, and you will be entered into our lucky draw!

Close for entries: 15 September 2013  
Prize draw: 16 September 2013  
Winning announcement: 17 September 2013

Let us help your business grow and prosper

Invitation

To find out how, please join us for an informative and entertaining dinner where you will be sharing your ideas, service offerings to you, our valued customer.

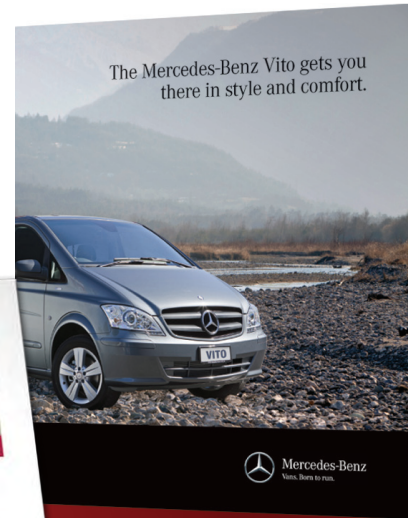
Date: 18 September 2013  
Time: 6:30 PM - 9:00 PM  
Venue: Mercedes-Benz Commercial Vehicles, Centurion  
1 Park Avenue North, Highway Business Park, Roosterskudde  
Event Code: Mercedes-Benz  
RSVP: Mercedes-Benz Commercial Vehicles - Centurion

Mercedes-Benz

Mercedes-Benz

Mercedes-Benz





Bill & Melinda Gates Foundation newsletter

“First of all thanks for *another great edition* of Sandown’s Pulse magazine for Sandown employees – well done!” – *Dr Martin Zimmermann, Former President & CEO, Mercedes-Benz South Africa.*

“Thank you for your wonderful contribution in making the Transformation Conference such a success. I am most grateful to you.”

– *Roy McAllister, CEO Sandown Motor Holdings.*





## AREAS OF EXPERTISE

### Advertising & marketing campaigns

Above the Line & Below the Line

### Publishing

- Magazines | Newsletters
- Product and corporate leaflets, pamphlets
- Brochures | Annual reports

### Internal Communications

- In-house journals and communications campaigns
- Transformation campaigns
- Employee | staff annual reports
- Targeted campaigns, audits and surveys

### External Communications, Marketing & Electronic Marketing

- Website and Intranet creation and management
- Social media, including Facebook and Twitter account creation and management
- Direct mail campaigns
- Editorials and advertorials
- Electronic newsletters
- Media liaison & PR campaigns
- Product launches and marketing campaigns
- Management and spokesperson profiling
- Stakeholder communication and relationship-building
- Presentation design
- Speech-writing

### General

- Copywriting | Editing | Translation | Proofreading

# Our promise to our clients

## Quality first and foremost

We pride ourselves in offering our clients world-class quality work that will not only enhance their brand, but will add long-term value to their organisation, both internally and externally.

## Our pricing policy

While we are price-sensitive, we prefer to distinguish ourselves on delivering top-quality work, which offers value for money, within a relatively short turnaround time.



## How we **work**

The Hothouse Communications makes a point of getting to know the companies they work for well. A disproportionate amount of time is therefore invested in “living close” to our clients.

Between them, the senior partners have over 40 years of editorial experience and have produced publications, editorial content and campaigns for blue-chip companies such as McCarthy Limited, Bidvest Automotive, Sandown Motor Holdings, Imperial Automotive, Super Group, Sasol, Old Mutual, Pepkor, Wooltru, Ernie Els Design, Armscor, MultiChoice Africa, and GlaxoSmithKline.



**PHYSIOTHERAPY HELPS TO IMPROVE QUALITY OF LIFE IN SO MANY WAYS**

**PHYSIOTHERAPY HELPS TO IMPROVE YOUR QUALITY OF LIFE IN SO MANY WAYS**

**MOVEMENT FOR GOOD HEALTH – EXERCISE**

**EXERCISE AT ANY AGE**

Regular exercise or physical activity helps your body function and assists in the prevention of heart disease, diabetes, and a host of other diseases. It also is a key ingredient for losing weight.

Speak to your physiotherapist today to discover the most effective exercise programme for you.

**The South African Society of Physiotherapy**  
101 011 2126 | info@sasphysio.co.za  
www.sasphysio.co.za



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### **The buck stops here**

The company also accepts full responsibility for all aspects of the campaigns it produces from inception to distribution, and tries to structure all processes so that it creates the minimum “hassle” for clients.

*The Hothouse Communications will deliver a quality product **on time.***

**HYUNDAI MOTION**

WELCOME TO OUR WORLD!

**PICK OF THE WEEK**

**150**  
WITH KEB ON ASSISTANCE

**HYUNDAI VELOSTER GETS A BOOST FROM 150 KW TURBO ENGINE**  
The award-winning Hyundai Veloster has been selected as the best car in the world for 2015 by the prestigious J.D. Power and Associates. The car's unique design and performance are the result of the company's commitment to innovation and customer satisfaction.

**HYUNDAI'S SONATA CELEBRATES ITS 30TH ANNIVERSARY**  
The Hyundai Sonata is celebrating its 30th anniversary. The car's design and performance have made it a popular choice for many drivers. The car's reliability and safety features are also highly praised.

**HYUNDAI SENDS A MESSAGE TO SPACE AS PART OF NEW CAMPAIGN**  
Hyundai is launching a new campaign that focuses on space exploration. The car's design and performance are being used to inspire the next generation of explorers.

**HYUNDAI REVEALS MID-ENGINE DRIVEN M111 COUPE CONCEPT**  
Hyundai has revealed a new concept car, the M111. The car is a mid-engine driven coupe that is designed to be a high-performance sports car. The car's design and performance are highly praised.

**KIA DRIVE!**

**Hyundai for our family!**

**KIA PICANTO 1.0 LX MANUAL**  
• Best in class!  
• Great to drive!

**Even better: the enhanced Kia Picanto**

**Have Level Design - if Design Award for New Kia Picanto!**

**Kia Sonata named on Ward's 10 Best in Class List**

**#KiaDay2014 - Initials are accomplished!**

**KIA**

### Our client care policy

Our clients can expect total honesty, integrity, confidentiality, and loyalty at all times.

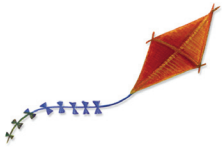
We pride ourselves on offering our clients a seamless, integrated service offering. We always take the long-term view and are proud of the longstanding relationships we have forged with our clients over the years.

## The Senior Partner



**Lara Theron** is a seasoned communications expert, with particular interest in the field of social and digital media, editing, design, industrial journalism, corporate communications, marketing and public relations, with extensive experience - from strategic corporate communications, marketing management, editing and design to production management. Over the years, she has consulted for a range of blue-chip organisations and corporate organisations of all sizes, including Bidvest McCarthy Automotive, the Retail Motor Industry Organisation (RMI), the Motor Industry Staff Association (MISA), Super Group Dealerships, Imperial Automotive and Mercedes-Benz South Africa. More recently, she has gained extensive experience in the private security field, as part of her role as Communications Consultant to Beagle Watch Armed Response, a private security firm in the Prosegur stable.

She holds an Honours Degree in Journalism and Media Studies from WITS and a National Diploma in Public Relations from the Cape Town University of Technology.



## The Hothouse Communications

T: 011 678 3545 | 083 32 44401

E: lara@thehothouse.co.za



▲ McCarthy Wellness Booklet



"Many thanks again! I just love your enthusiasm for what we all get up to. You are an asset to your profession and we are really lucky to have you in charge of such a motivating part of our business."

– Renette van der Merwe, Budget Car Rental.

"I am incredibly proud of what you have done with our booklet. It's awesome!"

– Dana de Villiers, former CEO, Motor Industry Staff Association (MISA).

