

Gabriel achieves top position in brand research

Gabriel, the shock absorber brand of the JSE-listed Control Instruments Group, has achieved the top position in the shock absorber category in research conducted by Target Group Index (TGI).



TGI's ICON Brand Survey is the largest of its kind in South African and covers many brands. More than 15,000 consumers were surveyed representing over 19,8-million South African adults. The data was weighted using the Statistics South Africa's population estimates.

"International ICON brands include Coca Cola, BMW, Rolls Royce and Guinness. Locally ICON brands include MTN, All Gold and Dulux. Gabriel has that level of recognition in the shock absorber environment," Sean Staley, Control Instruments Automotive - Divisional Head - Ride Control.

Gabriel shock absorbers are manufactured in South Africa and cover shocks for passenger, LDV and 4x4 vehicles.

In 2007, Gabriel shocks and struts joined an elite club of iconic American brands in celebrating its 100th anniversary. Gabriel is now a South African brand. The shocks are locally designed and manufactured.

"Gabriel's success in SA is based on its local design and manufacture tailored to meet SA's harsh road conditions. Shock absorbers are one of a vehicle's most safety-critical components and have a dual purpose of safety and comfort."

This month Gabriel released a new branding strap line - Be Safe. Be Sure. It positions the brand with simple key words that create an emotive connection, whilst standing for quality and dependability.

"The Gabriel brand has always been about the entire customer value proposition. Be Safe. Be Sure encompasses this and will be used throughout our complete business model both internally and externally," said Staley.