



**PRESS RELEASE: Issued on behalf of SA Roadlink.**

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### **SA Roadlink, the future**

Another feat in SA Roadlink's massive turnaround strategy saw the passenger transport company launch the second series of its new fleet of coaches in the Eastern Cape. Previously tarnished with negative publicity, the company has come out strongly with a complete turnaround strategy to counteract past allegations. "SA Roadlink is very serious about changing its perception and what better way to do so than by replacing our fleet of coaches," Daniella Ebenezer National PR & Marketing Manager. The new fleet is being rolled out in phases with the Eastern & Western Cape being the second phase. The KZN route was first to launch in July this year.

The company is making some enormous changes in an attempt to reclaim its spot as one of SA's leading passenger transport companies. Internally the company has brought onboard a dynamic management team to transform the company from the inside out.

Marking the beginning of a new journey for the company, SA Roadlink has launched new coaches in the Eastern & Western Cape this week, unveiling the company's fresh new brand. These coaches are being used on the coastal route through Cape Town, Port Elizabeth, East London, Mthathta, Kokstad, Port Shepston and Durban. The company has literally gone green with a complete brand overhaul. The fresh green colour and the company logo is symbolic of the new direction SA Roadlink is headed which is significant of the major developments that have taken place both internally and externally.

SA Roadlink is partnering with Scania, a highly recognized giant in the heavy transport industry, to build an exceptional new fleet of luxury coaches. Scania will provide a fulltime maintenance service countrywide for all new SA Roadlink coaches.

"Drivers are being re-trained by Scania ensuring excellent knowledge and handling of the coach and its electronics. Drivers undergo an intensive driver training programme to ensure the best safety and driving practices are adhered to. As an additional safety feature, tracking systems have been fitted in all the new coaches to monitor driving speeds," says Ebenezer.

The coaches have 3 stage reclining soft cloth seats each fitted with safety belts, an air-conditioning system as well as onboard toilets. For a better entertainment experience TVs and audio systems with LCD monitors have been fitted. A new team of well trained enthusiastic cabin attendants will provide excellent service during each journey.

In a continuous effort to improve customer service, "we have beefed our customer service with a 24 hour customer care line offering around the clock assistance to passengers. This number serves as a direct line for any problems that passengers might experience with service or on the coaches. Our customer care help line and central reservation system can be reached on 011 333 2223," continues Ebenezer.

SA Roadlink's website and online booking system has had a complete facelift. It now provides passengers with a far more user friendly and interactive interface.

Ebenezer continues to say, “passenger safety is our number one concern, which is why we have partnered with the Arrive Alive Road Safety Campaign. We are offering the highest quality service, safety and comfort for all passengers and their family. Our commitment is to provide 5-star luxury coach travel at affordable prices to make long-distance intercity travel a reality for all South African.”

“We are encouraging passengers to experience the journey with SA Roadlink in our coaches and with our improved service,” concludes Ebenezer.

**ENDS -**

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#### **More about SA Roadlink**

SA Roadlink is a luxury passenger transport company operating long haul bus routes countrywide. Over the past 9 years, we have transported close to 7 Million Passengers more than 75 million kilometers. Our aim is to provide the most affordable, luxury travel solution to everyone living in South Africa. We offer a 5 Star Luxury service at rock bottom prices - making us the most affordable long distance coach operator in the country.