

## **CAR AND GENERAL ONLINE SHOP AWARDED BEST AUTOMOTIVE E-COMMERCE SITE**

Car and General online shop received an award for the best automotive e-commerce site during the fourth annual E-Commerce awards. The event aims to recognise online retailers, online companies, agencies, innovations and the eCommerce industry.

George Rubiri the General Manager for Consumer Products at Car and General said, “E-Commerce is the future of the automotive industry as it allows dealerships to reach new markets, cut down on operational costs, tailor the customer experience and give them more control over their buying power just by the click of a button.”

“The online shop breaks all geographical barriers creating accessibility for SME’s to mitigate them against the current economic challenges. Under the offering, customers can acquire Piaggio tuktuks, TVS motorbikes, GPS devices, Briggs and Stratton products and Garmin wearable fitness devices.”

### **About Car and General Limited**

Established 85 years ago in Nakuru and now a listed company on the Nairobi Securities Exchange, Car & General is a franchise-holder of a wide range of leading global power generation, automotive and engineering brands including two- and three-wheeler vehicles, tractors, outboard engines, air compressors, laundry equipment and water pumps. Car & General Limited has subsidiary companies in Uganda and Tanzania, and branches in Arusha and Rwanda where it is the main distributor for Cummins diesel generators, engines and parts.

Website: [www.cargen.com](http://www.cargen.com)