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C&G of the Future

Car & General Holds a TVS Family Fun Day in Kapenguria, West Pokot



Car & General, the distributor of TVS motorcycles in Kenya, held a customer fun day in Kapenguria, West Pokot County, bringing together riders of TVS two-wheeler brand and their families at Hotel Horizon. The event, officiated by George Rubiri, the General Manager of Car & General Trading Limited, provided a fun-filled experience for the entire family. This reflected the fact that TVS motorcycles touch millions of people's lives across the country.

Speaking at the event, George Rubiri said, "TVS is here to celebrate the contribution of riders to the economy, whether it's for business or personal use. Car & General has impacted millions of Kenyans immensely through our elaborate ecosystem that includes riders, motorcycle dealers, mechanics, spare parts dealers, among others. We have continuously provided powerful, reliable and durable mobility solutions."

Riders and their families engaged in an exciting mix of activities that included tugs of war, blindfold walks, bouncing castles, face painting and spot prizes. Gift hampers were given to each family and kids as a token of appreciation.

On her part, Faith Mumo, Head of Marketing at Car & General said, "This occasion has offered a good opportunity for the TVS brand to interact with the community. At Car & General, our mantra is to make customers smile on every street, in every town."

Two-wheelers are used for last mile distribution, ensuring affordable and quick delivery of people and goods thus making logistics more efficient. Car & General is a leading distributor of bikes and was the pioneer of their use as taxis in Kenya over two decades ago.

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Our Vision

Make customers smile in every street, every town

Our Mission

To achieve leadership position in all our primary markets - power generation, automotive and engine-related products in East Africa.