

## Gabriel Increases It's Social Presence

Social media connects people and creates families of likeminded individuals. As Gabriel has been a part of most South African families for over 100 years, they have started to embrace this medium as a primary method of communication along with direct branded sales team communication.

Currently the No 1 liked and searched in our sector, Gabriel have set objectives to connect with more trade and end user based readers through new and exciting South African messages and content, all addressing the primary question "Why Gabriel?".

Currently Gabriel is running a Facebook competition both online and through our trade promotions. This competition is asking our family to share our news and to grow our readership base with likeminded people.

Since launch, we have now exceeded 3000 followers and are growing daily.

**Be safe, Be sure, Gabriel**

 GabrielShocksZA  gabrielshocksza  GabrielShocks



### CONSUMER TALK



Thank you Kasia and Johan Moolman from Pretoria for not only being a part of our family but for also finding the time to send pictures of our Gabriel Shock Absorbers being used under some of the most extreme conditions possible in Iceland. As Gabriel is an international brand you will find us all over the world and sometimes in the most unlikely of places.

According to Kasia, Gabriel Shock Absorbers "helped us out of a tough situation when we needed them to".

**Be safe, Be sure, Gabriel**



[www.gabriel.co.za](http://www.gabriel.co.za)

Be Safe, Be Sure  
**Gabriel**