



The Leisure Mobility Group Company Profile

The automotive industry is evolving, and we at Leisure Mobility Group are evolving with it. We aim to use our sustainable, integrated e-platforms to cater to each and every one of Africa's mobility needs. We approach every brand with unbridled excitement and determination and we value our clients' time as highly as our own. Our team has well established relationships with important stakeholders in the industry and we often rely on the advice of renowned motor industry experts.

Our **mission** is to provide our clients with quality, expert advice and services. Our innovative team of professionals constantly finds new and improved ways to revolutionise the vehicle and transportation industry. Our extensive array of services is presented over multiple platforms and includes the following services:

- Digital 360° Communication
- Reputational Risk Management
- Brand Reputation and Design
- Events Design and Communication
- Audit Rating
- OSHACT
- Wide Scope Monitoring
- Internet service provider
- DMSA – Association
- A.O.L

The Leisure Mobility Group consists of several different platforms and websites. Some of these are:

- Mobility-Online
- Premium Mobility
- Zambezi Cars
- The Vehicle Billboard
- Vehicle Sellers
- Evolve
- E-mobility Online
- Cars2sell
- Silver Fox Digital Disrupt
- E-vehicle Auctions
- Trade Your Vehicle
- E-dealer Portal

We also have various other third-party site and Landing Pages.

www.mobility-online.co.za | info@mobility-online.co.za | P.O Box 41 Groenkloof 0014

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These platforms are used to provide our clients with cutting-edge technology and support. Our holistic approach includes advice, design, technology, marketing and much more.

Our **vision** is to transform the automotive industry by accepting and embracing digital technology. We understand that we're moving into a customer centred business model and that customers are used to things happening at an incredibly fast pace. While the future of the continent's mobility needs is at the helm of our vision, we strongly believe in developing and investing in our country's youth. We want to challenge conventional values and ideals and we want to pave the way for industry transformation. We also want to become a Level 2 company within the next 12 months.

All 40 of our platforms are tailored to suit every individual's unique automotive needs. We also have a dedicated team of designers, writers and industry experts at hand to ensure the quality of our services.

Mobility-Online

Established in 2018, Mobility-Online is a 360° transactional platform for all your possible automotive needs. We provide everything from selling and buying vehicles, to 24-hour roadside assistance. We offer an all-encompassing experience to our customers.

Thanks to state-of-the-art technology and a vast amount of experience in the South African motor industry, we're able to provide you with credible, trustworthy service from well-known superior suppliers with who we have formed valuable relationships over the years.

Our Marketing Plan

Mobility-Online follows a six-step marketing plan to take you online.

Step 1: Promotions

Advertise your business's promotions and combos on any four social media platforms. Discounts will be region specific specials or promotions.

Step 2: Direct to Site

We direct the viewers to the Facebook page and website through adverts, posts and promotions on social media. We then advertise your products and/or services.



Step 3: Call to Action

Various posts including email addresses and phone numbers are created to encourage the client to contact you.

Step 4: Collect Data

Client's contact information is collected and stored for later use in advertising campaigns and promotions.

Step 5: Campaigns

Previously collected data is used to advertise promotions, new products, specials, and much more.

Step 6: Business Intelligence and AI

We incorporate machine learning into existing business intelligence systems to get more value from programmatic advertising.

At Mobility-Online, we value transparency and quality above all else. We pride ourselves on our impeccable work ethic, as well as our efficient sales and marketing techniques. With the Mobility-Online as well as Leisure Mobility Group, you are guaranteed an effortless sales and marketing experience with the help of our professional staff members.

Regards

The Mobility-Online Team