## **THE HISTORY OF DADAS MOTORLAND**

At the tender ages of 18 and 16 respectively the “Dada Brothers” embarked upon an exhilarating and phenomenal journey. Mr. Mohammed Iqbal (Buta) and Mr. Nazir Dada were passionately driven by their vigor and enthusiasm to achieve their lifelong dream. In 1998 “Dadas Motorland” was born in Benoni. These aspiring and inspirational individuals continually strive to reach new heights. Their charismatic personality, strong leadership, entrepreneurial skills and polished business acumen allow them to realize their goals consistently and effectively. Within a short span of time they have broadened their horizons by establishing many branches including Brixton (Johannesburg, 2003) and Fourways (Johannesburg, 2013). They further expanded into the wholesale and retail vehicle sectors, diversifying their market into the vehicle franchising industry taking ownership of a global brand, GWM which is located in the heart of the CBD in Springs (Gauteng). Their astounding growth mirrors their image of delivering superior customer satisfaction.

##### STOP DREAMING … START DRIVING!!!

The Dada Brothers hunger for pursuing excellence at every facet of their business is evidence in the way they operate as a unified unit. Indeed role models, an amazing synergy of efficiency and professionalism. This provides them with the competitive advantage required to achieve renowned industry leadership status in the South African Motor Vehicle Industry. The sensational “Dada Duo” will entice, electrify and provide a mind blowing experience into a world of Motor cars, unbeknown to You, our discerning client!