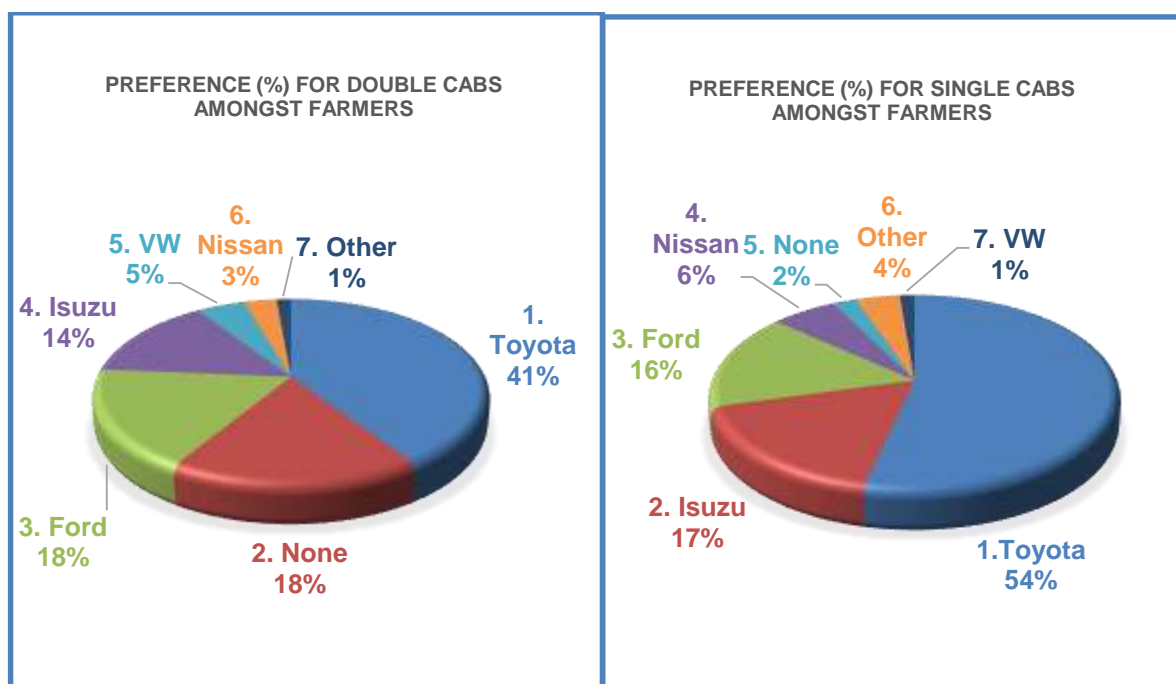


**MSSA PRESS RELEASE:  
MSSA COMMERCIAL FARMER STUDY SHOWS THAT COMMERCIAL FARMERS  
BRAND PREFERENCE FOR SINGLE CAB AND DOUBLE CAB VARIES**

Marketing Surveys & Statistical Analysis (MSSA) recently undertook research amongst commercial farmers in South Africa regarding their preferred single cab and double cab. Schalk van Vuuren, Research Director emphasized why any company that sells products or services to the commercial farmers in South Africa should, regularly research the opinions and preferences of this dynamic market. The graph below shows important information that should give insight. Note the difference of “None”.



The research findings discussed by Main farming, Province and Turnover are summarized in a report and it is available at cost from MSSA. The report also covers the reasons for farmer preferences for the different brands.

Contact Marketing Surveys & Statistical Analysis for more details about the report. To participate in the 2019 Commercial Farmer Study, please contact Schalk Van Vuuren at 012 346 0718 or mssa2@mssa-research.co.za.