

RMI FEATURE



A new shift in direction



Where belonging matters



The Retail Motor Industry Organisation (RMI) has played a definitive role in the motoring industry of South Africa ever since its inception in 1908. It has a proud heritage, representing almost 8 000 members nationally. The RMI brand is locally and internationally recognised for the key role it plays in ensuring its members deliver top class service to motoring customers

“We are now excited to be shifting gear and looking to the future as part of our New Thinking Model (NTM),” says Jakkie Olivier, CEO of RMI. Olivier says the organisation has embarked on an evolution, not only of what the brand stands for, but how it is represented.

Olivier explains that this was not a change purely for change sake. The primary objective of the design brief was to unify a group of 13 different constituent association’s logos that have developed at different times and in different ways.

“Our aim,” says Olivier, “was to consolidate and unify all logos as a family that could live together in a group well into the future under the RMI umbrella, without the confusion of the previous logos. It was also the ideal time to look at new identities as many of our associations have merged in line with our new business model. Earlier in the year we took the decision to consolidate some of our associations into stronger, more aligned businesses.”

Olivier says the organisation has effectively moved from having 13 different associations to eight strong associations all falling under the strong RMI brand.



Associations explained

TEPA - Tyre, Equipment, Parts Association.

The Motor Parts and Equipment Association (MPEA), the Motor Industry Manufacturers' Association (MIIMA) and the Tyre Dealers' and Fitment Association (TDAFA), have consolidated under the new TEPA brand.

ARA - Automotive Remanufacturers' Association.

The three specialist fields within the remanufacturers' trade sector of the motor industry - ERA (Engine Remanufacturers' Association - automotive engineers), SADFIA (South African Diesel Fuel Injection Association - injectors and fuel pumps), and ACRA (Automotive Components Remanufacturers' Association - various components) have all consolidated under one strong new brand.

NADA - National Automobile Dealers' Association.

NADA now incorporates the Motorcycle Dealers' Association (MDA).

Complementing these three new entities are the balance of the associations including:

SAMBRA – South African Motor Body Repairers' Association

MIWA – Motor Industry Workshop Association

SAVABA – South African Vehicle and Bodybuilders' Association

SAPRA – South African Petroleum Retailers' Association

VTA – Vehicle Testing Association




The re-design would not have been complete without looking at the overarching RMI brand. The new RMI has retained its oval shape and has been reduced to two strong colours giving it a fresh and modern appeal without losing any of its rich heritage.

The new logos have been specially designed using a common custom-made font and a limited palette of colours to further unify the RMI family. Careful attention has been paid to ensure the logos are strong and impactful to work at various sizes and across multiple platforms. The unifying mark – Proud Association of RMI – will unite and pull all the various logos together to present a united and professional front.

“The RMI and its associations have a very strong heritage and legacy and we were careful in the redesign not to lose any of this history which is so important to all our members and key stakeholders,” says Olivier.

The result is a dynamic family of modernised and unified logos all working well under one umbrella group. They are unique from each other and separate from the strong RMI brand.

“We will be rolling out all of the new logos over the next couple of months so you can look forward to some exciting changes. We are paving the way for the RMI to be established and registered as a Professional Body for Automotive designations. Once implemented this will professionalise jobs in the automotive industry. We hope you are as excited about the new corporate identity as we are. It is much more than an aesthetic change – it is an identity that reflects our transforming modern organisation,” concludes Olivier. 

PROUD RMI ASSOCIATIONS



RMI – The RMI is the umbrella body under which each of the eight proud associations fall. It has a proud heritage as the leading voice in South Africa’s automotive aftermarket and care has been taken to retain this legacy while at the same time modernising the logo to reflect a new shift in direction and energy. The RMI logo is the most visible part of our identity as it represents a guarantee of professionalism and peace of mind.



ARA

– The consolidation of three similar strong trade sector associations operating together in the remanufacturing trade sector formed the foundation of the new logo. The universally recognised engine icon was used as the central design. It is made up of three colours that represent the three amalgamated strengths namely: automotive engineering, automotive components and diesel fuel injection. The spark, strategically placed in the centre, is a powerful symbol of a healthy engine. It symbolises igniting a remanufactured engine and refers to new beginnings.



MIWA – The MIWA logo has retained its strong red heritage of

an association that represents independent aftermarket workshops, but has been modernised and simplified. It is still instantly recognisable but projects a fresher image which stands proudly for quality and superior workmanship. The modern icon represents our committed approach to supporting change in the industry, and preparing for future technology.



NADA

– The new NADA logo facilitates the interface between dealers, OEMs, importers, government and other key stakeholders. This two-way communication is at the heart of what NADA does best in finding

dynamic solutions to dealer issues. The two-way flow, coupled with the diagonal lines of the existing logo, has been built into a dynamic ‘N’ shape that is bold and unique. It retains its heritage blue so that the colour, the name and the ‘N’ all speak of NADA – but in a fresh and exciting way.



SAMBRA

– The SAMBRA logo has taken the universal imagery of a handshake as inspiration. It represents a stylistic representation of hands about to interlock and an ‘S’ is visible in the negative space. The two hands interlock in perfect symmetry. The imagery represents the role SAMBRA plays in taking the hands of those in need and connecting customers with a reputable and reliable partner. It talks to its focus on building connections, embracing change and rewarding excellence.



SAPRA

– A striking new symbol representing a simple drop of fuel is used as the indicator needle on a fuel gauge. The needle points to the full side of the dial speaking of the positive attitude that epitomises SAPRA. The needle is purposely not red but depicted in a stylised petrol green colour to further tell the SAPRA story of representing and promoting the interests of petroleum retailers in South Africa.



SAVABA

– Body panels are shaped into cylinders that make up an ‘S’ in a very stable, geometric style. This makes for a strong balanced symbol and also speaks of the discipline and precision that goes into crafting the final products. The tubes that make up the symbol appear to be both travelling towards the viewer and away from the viewer at the same time, helping to create the feeling of three-dimensional space.




TEPA

– As the legitimate voice of the tyre, equipment, and parts industry in South Africa, the logo of this newly-consolidated association depicts the multi-directional business and interactions between members and the intermediary role played between, business, the consumer and government. The strong ‘T’ represents multiple roads to and from the new association, over a circle of 360 degrees. This binds all these components together from all directions.



VTA

– The circular shape of the logo speaks of the motoring industry – from wheels to cogs to street signs. The tick is a widely used symbol – from academics to heart-friendly ingredients. With VTA representing private vehicle testing stations in South Africa, the symbol aptly symbolises certification and endorsement. The design has been simplified while retaining the heritage of the known and trusted symbol of the tick mark. 



Looking back and pushing forward

2019 was a year to be reckoned with, marked by a struggling economy, political and social turmoil and low consumer and business confidence

" Financial pressure on consumers continued to increase during the year, which impacted on our members, associations and the RMI as a whole," says RMI CEO, Jakkie Olivier. "Despite this, and many business closures, the RMI's strong drive on member retention ensured a growth in membership numbers."

He says prudent financial management continued to pay off and the RMI's financial position remained strong at the end of the financial year in June 2019. "Our financials reflect surpluses, a position that is expected to extend into the 2020 budget, with the upward trend anticipated to continue."

Subscription revenue rose and the RMI's improved credit control, quicker membership subscription recovery and higher interest earned on investments contributed to a satisfactory increase in revenue of 5% for the period under review (July 2018 to June 2019).

"Our two Department of Higher Education and Training (DHET) initiatives for Automotive Motor Mechanic and Diesel Mechanic Trades will continue to generate ongoing income until completion in 2022," says Olivier.

Transformation and Training and Skills Development remain top priorities, he

adds. "In terms of transformation, our Transformation Committee released the RMI's Position Paper this year on the business approach to BEE for sustainable and inclusive growth. The RMI is fully committed to accelerating transformation together with its various associations and members, government and key social partners, including organised social labour. A particular focus area for the RMI is the development of small and growing black-controlled business enterprises. To this end, good progress has been made in association with the National African Association for Automobile Service Providers (NAAASP). During the year, 356 NAAASP members were granted free membership to the RMI and a national roadshow aimed at equipping these new members for business growth was presented, together with Seda and the Department of Trade and Industry."

The design of a NQF level 2 course for NAAASP members was commissioned during the year and a pilot project with 42 NAAASP members was also successfully launched.

"On the training front, the RMI continued to seek solutions and drive projects to support employers with re-skilling and upskilling their employees, while the association continued on its quest to deliver the Fourth Industrial Revolution (4IR) solutions

for our industry," says Olivier. He says good progress has been made and a partnership with the Institute of the Motor Industry (IMI) was established to work together on a merSETA-commissioned research project. "The project included developing a three-step online Return on Investment (ROI) calculator to encourage employers to employ apprentices, as this is one of the cornerstones of 4IR."

During the year, progress was also made on the establishment of a professional body for the industry, and the initial investigations have now resulted in the identification of suitable electronic member management information system platform, which meets the SAQA recognition requirements.

Through its regional presence and various initiatives, the RMI again assisted members in the areas of skills development, employment equity and other projects. "The RMI regions are geared to deliver quick and efficient service to our members. The regions were particularly successful in addressing and resolving IR issues."


The RMI's Regulatory Compliance Department continues to provide members with assistance in managing the risks and challenges associated with the quagmire of government compliance guidelines and requirements. Olivier says

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the ultimate aim, as an organisation is to ensure that members conduct their businesses in full compliance with all national and international laws and regulations that pertain to the motor industry.

“Two special projects were also launched during the year – the RMI Regulatory Compliance Manual was approved by the RMI board, and Project Compliance was launched to curb illegal businesses in the industry,” he says.

“While I am only highlighting a few areas of the RMI’s initiatives aimed at the improvement and strengthening of our industry, our members’ businesses and the safety of the general motoring public, these projects are tangible proof of the RMI’s total commitment to our members, our industry and our country. As an organisation we continue our single-minded focus on delivering on our promise to business that belonging to the RMI is better business and for consumers that our voice is your peace of mind,” concludes Olivier. 

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- 1908 The South African Society of Motor Traders (MTA) was formed.
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- 1919 The first official magazine the MTA Bulletin was published (known now as the *Automobil*).
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- 1920 Name was changed to The South African Motor Trade Association Limited (SAMTA).
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- 1925 The South African Motor Trade Association Limited created divisional (regional) offices in Western Cape, Eastern Cape, Border, Free State, Northern Cape, Natal and Transvaal.
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- 1947 South Africa Motor Industry Employers’ Association (SAMIEA) was formed.
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- 1950 The following constituent associations were formed: National Vehicle Dealers’ Association (now known as NADA); National Automotive Service and Maintenance Association (now known as MIWA); National Motor Parts and Equipment Association (now known as TEPA) and National Retreaders and Tyre Dealers’ Association (now known as TEPA).
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- 1962 The name was changed to Motor Industries Federation (MIF).
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- 1999 The Motor Industries Federation (MIF) and the South Africa Motor Industry Employers’ Association (SAMIEA) merged to form the Retail Motor Industry Organisation (RMI).
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- 2019 RMI launches a brand new identity and consolidates its 13 constituent associations into 8 strongly aligned businesses.
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