

# Broadway Shift

powered by Broadway Toyota Mahalapye

Issue 1  
August

Dada bids farewell  
to retiring staff



**Incoming SUVs**

**Starlet Cross**

**PLUS:**

**Broadway Toyota powers up Mahalapye schools with  
over P60,000 in donations!**

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## **Incoming SUVs The all-new Starlet Cross**

Introducing the Starlet Cross

Toyota's very latest Starlet is officially here. The all-new Toyota Starlet Cross has everything that you want and need to keep you safe. This car features a sleek and stylish compact SUV made for you to own the road.

The Starlet Cross is available in two variants with a 1.5L engine: the XS and the XR, both offered with a choice of 5-speed manual transmission or 4-speed automatic transmission.

Stylish, spacious and incredibly capable, the Starlet Cross is ready to hit the road.



**FROM P225 000\***

\* Terms and Conditions apply.

\* Price guidance for manual transmission Starlet Cross XS

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## Marathon Magic: Broadway Toyota shines with Starlet Cross launch at Palapye's biggest race!



Broadway Toyota Mahalapye made a notable appearance at the Palapye Marathon on 12 August 2024, unveiling the all-new Starlet Cross at the Majestic 5 Hotel. The event marked the marathon's 5th edition, drawing a large crowd eager to explore Broadway Toyota's offerings. The brand's display attracted considerable attention, particularly for the sleek Starlet Cross and the robust Toyota Hilux Legend.

Amidst the excitement, Broadway Toyota staff also took part in the marathon, running alongside participants and earning their finisher medals. This participation highlighted the company's commitment to community engagement and celebrating shared achievements.

The Palapye Marathon provided an excellent platform for Broadway Toyota to showcase its latest vehicles and connect with the community. As a proud supporter of the event, Broadway Toyota reinforced its dedication to excellence, reliability, and supporting local initiatives.



## Emotional Send-Off: Dada bids farewell to his beloved retiring staff

On August 29, Broadway Toyota Mahalapye recently held a heartfelt farewell ceremony to honour Segametse John and Mphetsolang Motshabi, two esteemed members of the housekeeping team retiring after decades of dedicated service.

Segametse John, who worked at Broadway Toyota for nearly 16 years, started as a fuel attendant at the company's former BP Fuel Station in 2007 before moving to the housekeeping team. In her farewell, she expressed gratitude to her colleagues and management for their support, which helped her achieve personal milestones during her tenure.

Mphetsolang Motshabi, affectionately known as MmaMonei, served for over 24 years. She was a guiding figure to many young staff members, providing support and comfort throughout her long career. Motshabi shared her personal story of losing her husband early in her career and how Broadway Toyota helped her raise her children.

In recognition of their service, both John and Motshabi received gifts of their choice, with John choosing a fridge and Motshabi a chest freezer.

Managing Director Yusuf Dada conveyed his deep appreciation for the retiring staff



members in a message. "Today, we gather not only as colleagues but as a family to bid farewell to some of our valued team members. It is with a mix of emotions that we say goodbye to the wonderful cleaning staff who have served our organization with unwavering dedication and commitment," Dada remarked. He highlighted their essential behind-the-scenes contributions and the significant impact they have made on the company.

Dada emphasised the warmth and sense of community that the house-keeping staff brought to Broadway Toyota, stating, "We will miss not only your professional contributions but also the warmth and camaraderie you brought to our workplace."

As John and Motshabi prepare for the next chapter of their lives, Broadway Toyota extended its heartfelt thanks and best wishes. Dada assured them that they will always have a place within the Broadway Toyota family and expressed hope that their time with the company will be remembered with fondness.



Broadway Toyota Mahalapye sets the standard for educational support with generous donations

Broadway Toyota Mahalapye has recently set a commendable example in community support by spearheading a donation drive aimed at bolstering basic education. The company generously provided three high-value multifunctional printers, each worth over P30,000, to primary schools in urgent need. The beneficiaries—Shakwe Primary School, Moineedi Primary School, and St James Primary School in Mahalapye—each received one of these essential devices, crucial for their daily administrative and educational tasks.

The multifunctional printers, which offer printing, scanning, copying, and faxing capabilities, will significantly enhance the learning environment in these schools. The donations were warmly received by school heads,



## Setting the standard for educational support



members of the Parents and Teachers Association, the Village Development Committee, and local chiefs, all of whom expressed their gratitude for the valuable resources.

In addition to the printers, Broadway Toyota Mahalapye extended their support to Flowertown Primary School, donating 50 chairs and a whiteboard to fully equip one of its classrooms. With over 1,000 students, including those in mainstream and reception classes, the donation is a significant boost for the school's resources. The handover event, attended by notable figures including Assistant District Commissioner Ms. Malebogo Ramatu and Boseja-Flowertown Councillor Mr. Tumelo Koolekanye, was a testament to the community's united effort to enhance educational facilities. The contribution was presented by Broadway Toyota Mahalapye's own Joseph Tamari, Kesaobaka Odisitse, and Gaongalelwe Dinale, marking another step forward in the company's ongoing commitment to supporting education.

# Blankets of Love

Broadway Toyota Mahalapye warms hearts with generous blanket donations

Broadway Toyota Mahalapye has made a significant impact by donating over 160 blankets to the communities of Mookane, Mmaphashalala, Dovedale, and the wards of Thomadithotse and Herero in Mahalapye. In a heartfelt gesture of giving back to the areas where the company operates, the donations were met with immense gratitude and joy, as local leaders and residents gathered to receive the gifts.

In Mookane, Kgosi Molefi presided over a lively ceremony where 37 blankets, including those for the chiefs, were handed out. The air was filled with ululations and jubilation as the warm fleece blankets were distributed in the kgotla. Similarly, in Mmaphashalala, Kgosi Captain led the donation, with his own people receiving the blankets with beaming smiles in their kgotla.

The generosity continued in Dovedale, south of Mahalapye, where 30 blankets were distributed, including five for the chief, Kgosi Namane. Known for his deep affection for his community, Kgosi Namane handed over the blankets with a smile, ensuring that village elders and youth alike benefited from the gesture.

In Mahalapye, the donations were split between the kgotlas of Thomadithotse and Herero, with 60 blankets shared. The people of Herero, in particular, expressed their gratitude with loud ululations, their kgotla resonating with appreciation.

The Broadway Toyota Mahalapye team was led by Joseph Tamari, Kesaobaka Odisitse, and Gaongalelwe Dinale,



## Upcoming Events

### Broadway Toyota Mahalapye drives road safety awareness ahead of Independence Holidays

In the lead-up to the Independence Holidays, Broadway Toyota Mahalapye is set to take the wheel in a crucial road safety campaign. Partnering with other key stakeholders, the dealership will spearhead efforts at the Tropic of Capricorn along the A1 Highway in 2024. This campaign is designed to reinforce safe driving habits among motorists and passengers alike, reminding everyone of the importance of responsible road use.

As you journey along the A1, make sure to stop by our stall for essential safety tips, products, and even breakdown support from our expert technicians. Broadway Toyota is committed to keeping you safe on the road.

Don't Forget:

Theme: Imagine Life Without You - Be a Responsible Road User

Date: 26 - 28 September 2024

Location: Tropic of Capricorn Monument



**Tla o tshele kwano.**

**ULTRA CITY  
MAHALAPYE**

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