

Broadway Shift

powered by Broadway Toyota Mahalapye

Issue 2
Sept'.



Power, Passion, and the Cup

Broadway Toyota's Soccer Showdown!



· Broadway Toyota's commitment to education shines again
· Broadway Toyota Mahalapye drives home importance of road safety

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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.



Broadway Toyota's soccer fiesta electrifies Mahalapye

In the heart of Mahalapye, a soccer spectacle unfolded, drawing fans from all corners to witness the Broadway Toyota Mahalapye Soccer 2024 Champions Cup. The streets buzzed with excitement, as BR Rolling Stock lifted the coveted trophy in front of a captivated crowd, leaving smiles all around, except, perhaps, for the hosts.

Broadway Toyota Mahalapye, in a bid to connect with the community and amplify brand visibility, hosted this gripping tournament that saw six teams battling it out: Broadway Toyota Mahalapye, BIUST Staff from Palapye, Mahalapye DHMT, BR Rolling Stock, Mogagamola Social Club, and Mahalapye Prison Social Club.

The opening clash was a tense affair, as Broadway Toyota Mahalapye locked horns with Mahalapye DHMT. Despite a valiant effort, the hosts fell short, succumbing to a determined DHMT side. Meanwhile, BR Rolling Stock dominated their first encounter, crushing Mahalapye Prison Social Club in a decisive win. BIUST proved too strong for Mogagamola Social Club, sealing their place in the semi-finals.

The semi-finals upped the ante. With tensions high, the semi-finals promised drama. BR Rolling Stock bulldozed their way into the final, while Broadway Toyota Mahalapye secured their spot through default—a twist of fate that saw them pitted against BIUST. What followed was a game drenched in controversy, with Broadway Toyota advancing after a refereeing decision that left spectators shaking their heads. The final, a nail-biting affair, saw BR Rolling Stock edge out Broadway Toyota in a battle of nerves, clinching the trophy and leaving the hosts empty-handed, much to the amusement of onlookers.

But it wasn't just about football. Broadway Toyota Mahalapye created an atmosphere that celebrated unity and community spirit, with local businesses jumping in to support the event in grand style. From the likes of Furnmart Botswana showcasing their latest flyers to the Botswana Police keeping a watchful eye on proceedings, the corporate world took the field by storm. Wellbeing Physiotherapy and Sports Injury Clinic once again stepped up as a key partner, offering top-notch physiotherapy and sports injury care to ensure players received the best possible treatment. Their dedication to player wellness, from the first tournament to this one, has been nothing short of exceptional. Security was tight, with Security Systems guards on patrol, and various banks, including Access Bank, Bank Gaborone, Absa, and First National Bank, were out in full force, engaging the crowd with their wide range of services. KFC stole the show with the launch of their new smartphone app, which kept their stall buzzing all day long. Cresta Mahalapye wowed with their charm, promoting an enticing ladies' night at the rooftop terrace, while Botswana Life, the insurance giant, offered financial advice that could change the future of saving.

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Notable dignitaries graced the VIP section, with Assistant Superintendent Jankie K and District Commissioner Ernest Phiri soaking in the tournament atmosphere, while Kgosi Tshipe Tshipe made an appearance before other weekend commitments called. The dignitaries enjoyed a luncheon retreat before departing, leaving behind an event that had truly brought the village together.

In the end, Broadway Toyota Mahalapye didn't just host a soccer tournament—they cemented their place in the community, showing that even in defeat, they remain at the heart of Mahalapye's beating pulse.

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Broadway Toyota's commitment to education shines again

Broadway Toyota Mahalapye continues to lead the way in supporting local education, reinforcing its dedication with recent contributions to schools in the community. In a heartwarming display of encouragement, the dealership gifted school bags to the best students at Mmachibaba Community Junior Secondary School, recognising their outstanding academic achievements. Parents and pupils alike were filled with pride as the students were celebrated for their hard work. This initiative was further enhanced by a P10,000 donation from Security Systems, boosting the event's success and further honouring the students' accomplishments.

Broadway Toyota also extended its support to Ngakaagae Primary School, where high-performing pupils received school bags as a reward for their academic excellence. The schools expressed heartfelt gratitude for the dealership's contributions, while Broadway Toyota reaffirmed its commitment to educational development and community progress.

The dealership also donated to Mahalapye Community Junior Secondary School. The prize-giving ceremony at Mahalapye C.J.S.S. featured motivational remarks from prominent lawyer Attorney Kgositsiele Ngakaagae, who shared his own inspirational journey, encouraging students to strive for academic excellence. The event served as a powerful reminder of Broadway Toyota's role in nurturing young minds and fostering a culture of achievement.

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Broadway Toyota Mahalapye drives home importance of road safety.

Broadway Toyota Mahalapye recently took to the streets with a message that resonates deeply with every road user - safety. The dealership launched a comprehensive road safety campaign alongside MVA Fund Botswana during the Independence holidays, focusing on promoting safer driving practices and offering products designed to enhance vehicle maintenance and emergency preparedness.

Broadway Toyota showcased a range of merchandise tailored to road safety needs. Among the people favourites was the window washer fluid, a practical alternative to the commonly misused household products like sunlight soap, which often leads to quick wear and tear of wipers. Another hit with visitors was the all-inclusive first aid kit bag. Packed with essential items such as jumper cables, a towing rope, and a complete first aid kit, it was a must-have for many.

The dealership went further, offering water to travellers in transit, while also distributing flyers that highlighted the importance of using genuine Toyota parts. The flyers also emphasised the dealership's quick service booking turnaround time, a crucial point for those looking to keep their vehicles in top shape.

The campaign proved to be a great success, drawing significant interest from passers-by who engaged with Broadway Toyota's team and walked away with valuable tips on road safety.



SHELL ULTRA CITY MAHALAPYE

Safety first: a clear view, always.
Tla o tshele kwano.



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