

2025 FIELD DAY HIGHLIGHTS

SANDVELD

Sandveld surrenders to the Land Cruiser!



Shell Ultra City
gives away
Starlink kit

Broadway Toyota
rolls out
OHS Training

All you need to
know in the new
2025 Toyota
Corolla Cross

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Land Cruiser and Hilux tame the Sandveld: Field Day 2025 Highlights

The Sandveld Ranchers Association Field Day once again proved why it's a staple in Botswana's farming calendar. Held from 25–27 April 2025, at Kagotsii Farm, Western Sandveld, the event brought together the country's hard-working farmers and leading suppliers — with Broadway Toyota Mahalapye proudly front and centre.

stalls. Broadway Toyota Mahalapye's display was a hive of activity. Farmers took turns behind the wheel, and the verdict was unanimous: when it comes to real farming work, only the Land Cruiser and Hilux will do.

It wasn't just about shiny displays either. Parked next to its alternative, the Hilux stood head and shoulders above — drawing the crowds while its neighbour barely raised an eyebrow.



Armed with a line-up tailor-made for the tough Sandveld terrain, the Broadway Toyota team rolled in with the heavy hitters: the legendary Land Cruiser and the ever-reliable Hilux. **Farmers know what works, and it was clear from the outset — these cars weren't just for show.**

Even Acting Minister for Land and Agriculture, Dr Edwin Dikoloti, couldn't resist. As he stepped onto the grounds, the Land Cruiser was his first stop — before making his way over to the BTC stand ahead of his keynote speech.

Saturday, 26 April, saw the day's main activities unfold, with farmers touring the exhibitor

Botswana's farmers know the value of a dependable machine built for African conditions.

For Broadway Toyota Mahalapye, the Field Day was more than a display; it was a chance to strengthen relationships, meet new customers, and show solid support for Botswana's agricultural backbone. Strong merchandise sales, high footfall at the stand, and genuine interest in the vehicles all point to a successful outing — and a marketing investment that's paid off handsomely.

Looking ahead, events like these will continue to form a vital part of Broadway Toyota's strategy to grow its rural footprint and stay connected with the people who rely most on their vehicles.



Babopeng hits the jackpot at Shell Ultra City Mahalapye!

There's something in the fuel at Shell Ultra City Mahalapye – just ask Thabo Babopeng, the first lucky winner of their Starlink Standard Kit giveaway! Known to the pumps and proud to keep his tank full, Thabo's loyalty has just been rewarded with a techie jackpot worth shouting about.

When the call came in, Thabo thought it was a prank – and with April Fool's still fresh in the air, who could blame him? But it wasn't a wind-up. When he rocked up and saw the kit in all its glory, he knew: Shell Ultra City Mahalapye had delivered the goods.

This is just the beginning – two more Starlink kits are still up for grabs in April and May.

All you need to do? Fuel up with P200 or more, enter the draw, and who knows – you might be the next name we put in lights!

The promo runs from 1 March to 31 May 2025. Start your engines... and your lucky streak.



Congratulations to Thabo Babopeng
1st Starlink Standard Kit Winner - March 2025



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Broadway rolls out OHS Training

Broadway Motors has reaffirmed its commitment to cultivating a safe, healthy, and legally compliant working environment through ongoing employee development initiatives. Through Polynew Training Services—renowned for its bespoke corporate learning programmes—the company recently delivered a comprehensive Occupational Health and Safety (OHS) training session for its workforce.

The training, meticulously designed to address the multifaceted nature of occupational health. Delegates were immersed in key areas of the discipline, ranging from hazard identification and risk assessment to strategies for the prevention of work-related injuries, illnesses, and fatalities.

Central to the session was an emphasis on the multidisciplinary aspects of OHS, focusing not only on physical safety, but also the psychological and social well-being of employees across operational and administrative roles.

It also addressed the human and operational costs associated with accidents in the workplace, while highlighting the vital role that a well-informed workforce plays in maintaining high standards of health and safety.

By prioritising this form of continuous learning, Broadway Motors not only demonstrates its duty of care to employees, but also strengthens its organisational culture—enhancing morale, supporting productivity, and reinforcing compliance with legislative obligations.

NEW LOOK FOR COROLLA CROSS



Toyota's Corolla Cross facelift, to be revealed earlier this year, brings a redesigned grille and updated interior.

When a car like the Toyota Corolla Cross gets a facelift, it's not just about looks—it's about refining what already works and adding a touch of brilliance. The 2025 model does exactly that. Toyota's latest updates strike the perfect balance between practicality and a hint of luxury, making it a vehicle that's both a workhorse and a showstopper.

• A fresh face: bolder exterior

Starting with the exterior, the new centre grille features a gradient honeycomb pattern, giving the front end a sharp, modern look. It's not overly flashy, but it has just the right amount of flair to catch your eye. This isn't a reinvention—it's a thoughtful evolution.

• Colours that pop

Toyota's expanded the colour palette, introducing the striking Brass Gold alongside the ever-popular Oxide Bronze. These shades aren't just colours; they're statements. Whether you want to stand out or stay understated, there's something here for every taste.

• Interiors that feel like an Upgrade

Step inside, and the updates are immediately noticeable. Real stitching now adorns the dashboard and console lid, replacing the artificial version from before. It's a small detail, but it makes a world of difference in the overall feel. Add to that dark brown accents on the armrests and seat backs, and you've got an interior that's warm, inviting, and undeniably premium.

• Practical additions

The power rear door, available on the Xr and GR-S models, is a game-changer. With a simple kick under the rear bumper, the motorised tailgate opens smoothly, making loading and unloading easier than ever. It's a feature you don't realise you need until you have it.



Wave your foot under the rear bumper, and it opens like magic.

WIN

1 OF 3
STARLINK KITS

The Starlink Jackpot @
Shell Ultra City Mahalapye

Fill up any Shell fuel to the value of **P200.00** or more and stand a chance to **WIN** a Starlink Standard kit.

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Promotion runs from 1 March 2025 to 31 May 2025 at Shell Ultra City Mahalapye only.

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