

# Broadway Shift

powered by Broadway Toyota Mahalapye

e-magazine



## P140 Million Mega-mall to open In Mahalapye

Popular farmer's show postponed

Toyota hosts Annual Dealer of the Year Awards

Introducing the fuel **CASHBACK** at Shell Ultra City Mahalapye

Fuel and **get rewards** in your card

Sign up today in-store.



**Sign Up**

Along A1 Road, Botlalaote Ward, Mahalapye

## CASHBACK FEVER: SHELL ULTRA CITY MAHALAPYE TURNS EVERY LITRE INTO MONEY IN YOUR POCKET

Motorists in Mahalapye have been handed a fresh reason to smile after Shell Ultra City unveiled a bold new loyalty programme designed to reward everyday customers.

The service station has introduced the Infinity loyalty card — a smart, reward-driven solution that puts cashback and exclusive benefits directly into the hands of fuel buyers. Under the new initiative, customers will earn cashback every time they fill up at Shell Ultra City Mahalapye, turning routine fuel stops into rewarding experiences.

But the benefits don't end at the pump. The Infinity card stretches beyond the forecourt, allowing customers to swipe and earn rewards at several participating outlets, including Sefalana, Haskins, Eeze Build and other selected stores.

**“But the benefits don't end at the pump. The Infinity card stretches beyond the forecourt, allowing customers to swipe and earn rewards at several participating outlets, including Sefalana, Haskins, Eeze Build and other selected stores.”**

Signing up is simple — customers can register in-store and receive their physical card, which can then be seamlessly linked to a virtual version via the Infinity mobile app.

In a move tailored for modern convenience, the app ensures that even if customers forget their physical card, they won't miss out. With just a few taps, they can still earn rewards, access cashback, and continue swiping digitally.

With cashback on every litre and rewards across multiple stores, Shell Ultra City Mahalapye's latest offering is set to redefine customer loyalty — giving back to those who keep coming back.

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### About Broadway Shift Magazine

Broadway Shift Magazine is the official publication of Broadway Toyota, dedicated to sharing updates about our dealership, including community initiatives, in-house developments, and all things Toyota. Based in Mahalapye, Broadway Toyota is a citizen-owned dealership authorised to sell, service, and provide genuine parts for Toyota vehicles in Botswana. We take pride in being part of the Toyota family and in serving our customers with excellence.

## BOTSWANA'S POPULAR FARMER'S SHOW POSTPONED



The popular and much-loved Sandveld Ranchers Association (SRA) Field Day has been postponed as fears over Foot-and-Mouth Disease (FMD) grip the farming community. The event, which was set to take place from 24–26 April 2026, has now been pushed to 23–25 April 2027 in a move aimed at protecting the country's fragile livestock sector.

The decision comes amid mounting fears over the spread of Foot-and-Mouth Disease (FMD) – a looming threat now forcing farmers and stakeholders into urgent defensive action.

“As responsible stakeholders in ensuring the health of the country's Agricultural Sector, especially the livestock industry, the Sandveld Ranchers Association in consultation with our stakeholders, found it prudent to play our part in the interest of protecting the sector. In this regard, the 2026 SRA Field Day is postponed to next year.” The Sandveld Ranchers Association stated on its latest press release.

**“The event, which was set to take place from 24–26 April 2026, has now been pushed to 23–25 April 2027”**

The announcement has left farmers and other stakeholders disappointed but understanding, as the threat of FMD continues to cast a long shadow over the sector. For now, the gates remain closed — and the focus shifts firmly to protecting the nation's herds.



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## P140 MILLION Mega-Mall to open in Mahalapye



**A new P140 million mega-mall plan is shaking up the village, promising jobs, business buzz and big-city vibes—turning this once-quiet stop into the next hotspot on the A1!**

Mahalapye on the rise, as Botswana Railways Properties (BRP), the commercial arm of Botswana Railways (BR), has set in motion an ambitious P140 million mega-mall plan along the A1 Road that could reshape both the skyline and the spirit of the village.

**“...with an estimated 200 jobs during construction and a further 250 permanent positions once the doors open”**

Through a Public-Private Partnership with Estate Construction, the entity has unveiled plans for a modern three-storey mega mall to rise beside the Botswana Railways Head Office, bringing with it a blend of retail outlets, office space, a private clinic, market stalls, recreational facilities and a filling station—an ecosystem of convenience designed to meet the evolving needs of a growing community.

At the heart of the proposal lies more than just infrastructure, but the promise of livelihoods, with an estimated 200 jobs during construction and a further 250 permanent positions once the doors open, offering renewed hope to many local families. A lifeline for many and a potential game-changer for the local economy.

When the plans were presented at a consultation meeting at Mahalapye Main Kgotla, residents leaned in with a mix of cautious optimism and lived concern, welcoming the opportunity while voicing the practical realities that shape their daily lives, a reminder that development, at its best, must listen as much as it builds.

Pending approval from the Roads Department, construction is expected to begin within four months and unfold over an 18-month period, marking a steady, deliberate march towards a future in which Mahalapye stands not just as a stop along the highway, but as a destination in its own right.

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## TOYOTA HOSTS ANNUAL DEALER OF THE YEAR AWARDS

Toyota South Africa Motors rolled out a glittering awards night at the Sandton Convention Centre, celebrating dealers driving its 46-year reign at the top.

Under the Challenge and Innovate theme, the following winners stole the spotlight:

**National Dealer of the Year (2025):** Rola Toyota Somerset West — recognised for top-tier performance and customer excellence.

**Lexus Dealer of the Year (2025):** Halfway Lexus Pretoria — lauded for explosive growth and standout sales results.

**Hino Dealer of the Year (2025):** Hino Isando — praised for resilience and exceeding truck sales targets.

**Independent Dealer of the Year (2025):** Upington Toyota — honoured for strong community ties and consistent service.

**President's Awards:**  
**Group MD Divisional:** Marius Claasen — recognised for visionary leadership and service-driven growth.

**Group MD:** Shane Grant — celebrated for driving sustained performance and innovation.

**Small Dealer:** Lichtenburg Toyota — commended for customer excellence and community impact.

**Medium Dealer:** CFAO Mobility Toyota Welkom — honoured for leadership and service delivery.

**Large Dealer:** Rola Toyota Somerset West — again recognised for operational brilliance.

**Mega Dealer:** Halfway Toyota Honeydew — hailed for outstanding performance and innovation.

TSAM CEO Andrew Kirby said the awards honour dealers turning strategy into success, while Leon Theron praised winners for pushing the brand to new heights.

“We are incredibly proud of the work that our dealer network has done in the past year. The 2025 Toyota Dealer of the Year Awards were an opportunity for us to show gratitude to our hard-working dealer network partners. The 2025 winners exemplify the spirit of excellence that defines Toyota - combining world-class performance with heartfelt commitment to their customers and communities. Their dedication, innovation and unwavering pursuit of quality continue to elevate our brand and inspire our entire network. Congratulations to all the winners on their remarkable achievements,” said Senior Vice President of Sales and Marketing at TSAM, Leon Theron.



### Download The MyToyota App

MyToyota is designed by Toyota South Africa to provide a platform for Toyota owners and enthusiasts to quickly and directly access all information and services related to their vehicle(s).





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