

## **Straight Talk**

As we reflect on 2021, with the onslaught of the third wave of the pandemic hitting us hard in the middle of the year, followed by adjusted levels of lockdown, followed closely by civil unrest and the effect on livelihoods and ultimately the economy, the domestic motor retail industry once again showed incredible resilience in the face of these serious challenges.

As we move into the Festive Season, and face the fourth wave of the virus head on, we hope that you are able to enjoy this time with family and loved ones in as a responsible manner as possible.

We implore those of you who are unvaccinated to get vaccinated. According to experts, getting the vaccine provides you with an added layer of protection against severe COVID-19 infection. Although it is a variant of concern, current scientific evidence (albeit very early) shows Omicron to be far more transmissible and infectious than previous COVID-19 strains, but milder.

To help reduce the numbers, we most definitely should practise better social distancing, wear masks, especially in crowded places and, limit social activities as much as possible, as we head towards the holiday season.

Thank you once again to our regular contributors to the newsletter, namely Lightstone and MSXi, we appreciate the effort taken to ensure we share interesting and informative content for the benefit of our members and readers.

NADA will, through its ongoing endeavours and achievements, continue to pursue its vision of contributing to the long-term sustainability and growth of the retail motor vehicle dealer businesses. We remain resolute and committed to the safety of our colleagues, customers, and families, while at the same time build our businesses.

Be vigilant, continue wearing a mask and practise all mitigating safety protocols to keep safe.

Best wishes

**Mark Dommissie**

National Chairperson

NADA