

2025

DRIVER AND VEHICLE POLICY

This policy applies exclusively to Operators/Drivers that operate vehicles under the YENZA umbrella and while on official YENZA transport duty. The content of this policy may be updated as deemed necessary by the owners and Board of Directors of YENZA Transport & Advisory.

WELCOME MESSAGE



Valela John Yende
Managing Director/Founder

Growing up in a taxi family, I saw firsthand both the triumphs and challenges of the constantly evolving taxi industry. As a young person, I watched my father and many of his peers navigate this demanding sector with skill and resilience, often without support from government or commercial institutions. Now, more than 50 years since its inception, the industry remains strong, having weathered economic recessions, pandemics, and failed reforms to name a few. This enduring strength is a true testament to the solid foundation built by the pioneers and founders who came before us.

The industry now finds itself at a critical juncture, where it must choose between continuing with the same approach and risking falling behind, or embracing new opportunities that can drive growth and transformation. In other words, past methods will no longer be enough to ensure future success. It is becoming increasingly essential to foster the right mindset and invest in skill development, leadership, and innovation to propel the industry into a new age.

To ensure a sustainable transition for all stakeholders, a new ideology must drive the industry to even greater heights. Yenza Transport and Advisory is fully dedicated to this mission, and we believe that by collaborating with like-minded individuals from the industry, government, and the private sector, we can unlock the full potential of the taxi industry, transforming it into a service accessible to all South Africans, not just the urban poor. Through strategic business solutions and partnerships, we will tirelessly work to improve the working conditions of owners, associations, and drivers while providing unique and affordable transport solutions to the private sector and the general public. For us, this is what we define as shared value.

By taking the leap to join the evolution, you've made the first crucial step we all need to take in order to achieve this mission. For that, I truly thank you.

V.J.Y
MBA/PDBA/BSc



ABOUT US

YENZA Transport & Advisory is a 100% Black-owned business development agency dedicated to delivering transformative business services and advise that empower the taxi industry to unlock new opportunities in collaboration with the private business sector. Through strategic partnerships and tailored business development services, our goal is to elevate the taxi industry, transforming it into a sector capable of offering improved transport services to a broader customer base.

We firmly believe that the taxi industry and its services are vital to the foundation of our economy. Its growth and modernization are crucial for maintaining socioeconomic stability. In alignment with the Sustainable Development Goals and shared value business practices, we work closely with the taxi industry to enhance its reputation, create new opportunities, and contribute to sustainable cities and communities through improved transportation solutions.

Our team of consultants brings extensive experience and a deep understanding of the taxi industry's unique dynamics, enabling us to provide tailored, credible business insights and solutions that benefit both industry stakeholders, the community and private businesses.

DRIVER & VEHICLE POLICY

At Yenza Transport and Advisory, we strive to provide exceptional service that reflects professionalism, reliability, and respect. Our drivers are a key part of our mission to unlocking new business opportunities within the sector. This Driver Policy outlines general conduct to ensure we maintain the highest standards for our clients and stakeholders.

1. Driver Registration and licensing

- Registration: All drivers on YENZA transport duty must be registered on our database and ensure that all personal information is kept up to date.
- Licensing: Drivers must hold a valid, unexpired South African driver's license appropriate for the vehicle they are operating (e.g., Code 8, Code 10, or Code 14).
- The driver's license must be produced and verified during the registration process and must be kept valid throughout the period of engagement.
- Failure to maintain a valid driver's license may result in suspension or termination of the **driver and owners'** membership.
- PDP: In addition to a valid driver's license, all drivers must possess a Professional Driving Permit (PDP) in accordance with South African road safety regulations.
- The PDP must be valid, unexpired, and specific to the type of vehicle being driven.
- A copy of the PDP must be provided to YENZA during registration and periodically upon renewal.
- All vehicles license disks must be up to date before all YENZA transport duty. Failure to do so will result in a FINE and forfeiting duty and earnings thereof.

****All Potential Operators/Drivers are subject to a initial screening and competency check before commencemnet of their membership****

2. Driving Behaviour

- Adherence to Traffic Laws: Drivers must obey all local, regional, and national traffic laws, including speed limits, road signs, and regulations.
- Safe and Defensive Driving: Drivers are expected to adopt a defensive driving approach, being cautious and aware of their surroundings at all times. This includes maintaining a safe distance from other vehicles, using indicators properly, and adjusting driving to weather and road conditions.
- Avoidance of Reckless Driving: Aggressive driving, such as tailgating, rapid acceleration, and sharp braking, is prohibited. Drivers must demonstrate patience and courtesy on the road, ensuring a smooth and comfortable experience for passengers.
- No Driving Under the Influence: Driving under the influence of alcohol, drugs, or any other substances that impair judgment is strictly prohibited.
- Distraction-Free Driving: Drivers should avoid using mobile phones, eating, or engaging in other distractions while driving.

******Failure to adhere to prescribed driving behavior can result in FINE, SUSPENSION OR PERMANENT TERMINATION OF MEMBERSHIP AND ITS ASSOCIATED BENEFITS******

3. Customer-Centricity

- **Politeness and Respect:** Drivers must greet passengers warmly, maintain a positive attitude, and treat all passengers with respect, courtesy, and dignity.
- **Communication:** Clear communication with passengers is essential. Drivers should confirm the route and destination before starting the journey and should be ready to answer any questions passengers may have.
- **Confidentiality:** Drivers must maintain the confidentiality of any personal or sensitive information shared by passengers. Passengers' privacy should always be respected.
- **Punctuality:** Drivers must be punctual and arrive at the pick-up location on time.
- **Assistance with Luggage and Comfort:** Drivers should offer assistance to passengers with luggage or packages and ensure the comfort of all passengers during the commute.

4. Vehicle cleanliness, maintenance and presentation

- **Clean Vehicles:** Vehicles must be cleaned inside and out before every shift. This includes vacuuming the seats, cleaning windows, and wiping down surfaces. The vehicle should be free of trash, stains, or any unpleasant odors at all times.
- **Regular Maintenance:** Drivers must ensure that vehicles are regularly maintained and checked for safety. This includes checking tire pressure, engine performance, lights, brakes, and other key vehicle components. Any issues or mechanical faults should be reported to the company immediately for repair.
- **No Smoking or Eating in the Vehicle:** Smoking, eating, or drinking in the vehicle is prohibited.
- **No internal and external branding or decoration of vehicles:** Stickers, badges or any other form branding is strictly prohibited.
- **Association stickers:** All vehicles carrying association stickers on official YENZA duty will be temporarily concealed under the official YENZA transport branding to maintain consistency with the company's identity.
- **No external or internal vehicle modifications:** Structural modifications to the standard interior or exterior of vehicles are prohibited.
- **Wheel and Tyres:** Vehicles must be fitted with the standard, original rims or wheel caps of the manufacturer. White wall tyres are strictly prohibited.

******All Vehicles operating on official YENZA Transport duty are subject to 360 spot checks before and after duty. YENZA officials reserve the right to prohibit any vehicle from duty that do not meet the standards outlined in this policy. Failure to meet standards on 3 consecutive occasions can result in fines, suspension or owner & driver membership being terminated******

5. Uniform and Presentation

- **Wearing Uniform:** Drivers are required to wear their official uniform provided by the company when on official YENZA transport duty. The uniform should be worn at all times when operating the vehicle to maintain a professional appearance.
- **Personal Hygiene and Grooming:** Drivers must maintain a high standard of personal hygiene. This includes being well-groomed, with neatly combed hair, trimmed nails, and appropriate grooming. Strong perfumes or body odors should be avoided to ensure a comfortable environment for passengers.
- **Company ID Badge:** Drivers must wear their company-issued ID badge at all times while operating the vehicle to ensure they are easily identifiable to passengers.
- **Presentable Footwear:** Drivers should wear clean, closed-toe, and appropriate black shoes while on duty. Sandals, flip-flops, or any footwear deemed unsafe or inappropriate should be avoided.

*****All Operators/Drivers are subject to presentation checks before reporting for all YENZA Transport duties*****

6. Continuous driver training

- All drivers must complete an initial driver training program upon registration with YENZA Transport & Advisory.
- Drivers must participate in ongoing training sessions, which may include road safety, customer service, vehicle maintenance, conflict resolution, and updates on regulatory changes within the taxi and transport industry.
- The company will arrange training sessions on a regular basis, and drivers must attend as required.
- It is the driver's responsibility to ensure they are up to date with the latest training and certification requirements

7. Monitoring and Compliance

- To maintain a high standard of service, YENZA will conduct periodic monitoring of driver performance, including vehicle safety checks, customer feedback, and adherence to the requirements outlined in this policy.
- Drivers must cooperate with any monitoring activities conducted by YENZA.
- Failure to meet the required standards or compliance with the policy may lead to corrective action, retraining, or termination of the driver's engagement with the company.

Failure to adhere to the terms and conditions outlined in this policy may result in disciplinary actions, which could include fines, suspension, termination of driving privileges, or legal action if deemed necessary. Disciplinary actions will be based on the severity of the violation and may include verbal or written warnings, suspension, or immediate termination.

11. Contact Information

For any inquiries or additional information regarding membership, please contact:

Yenza Transport & Advisory
INFO@yenzatransport.co.za
www.yenzatransport.co.za

Acknowledgment and Agreement

All drivers on official YENZA transport duty acknowledge their understanding and acceptance of the terms outlined in this policy. Drivers are also committing to comply with all relevant road safety laws and regulations, while maintaining a high standard of professionalism and customer service.



REDEFINING THE TAXI INDUSTRY TOGETHER

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