



Address

84 Main Reef Road, Randfontein, 1759

Contact Us

011 412 3353



Save Our Details

Welcome to Ben Morgenrood Auto Group.

Whether you're seeking your first family SUV, a rugged workhorse for your growing business, or a technologically advanced hybrid, the Ben Morgenrood Auto Group stands ready to guide you through every step of your motoring journey. As one of South Africa's most established multi-franchise automotive groups, our passion is moving people—empowering you with choice, security, and service. We invite you to explore our curated portfolio of vehicles and see why generations of drivers have trusted us for value, honesty, and forward-thinking solutions.



Integrity

We believe in an honest day's work and transparent dealings. Our word means everything, and our pricing is always fair and clear.



Passion

The excitement we feel for cars, customer service, and driving excellence is contagious. We strive to share that passion in every interaction on the showroom floor, on the phone, and in the community.



Community

As a proud fixture in Randfontein and the West Rand, we actively support local charities, schools, sports programs, and social development initiatives. Our success is inseparable from the prosperity and well-being of those around us.



Excellence

Good enough is never enough. From the way we maintain our showrooms to the calibre of our team members and partners, we continually raise the bar for quality, accuracy, and attention to detail.



Innovation

With every new model launch, green technology advancement, or digital solution, we stay ahead of industry change, ensuring our customers always enjoy the future of motoring, today.



A Vehicle for Every Journey

Ben Morgenrood Auto Group offers one of the most comprehensive lineups in the country, spanning compact runabouts, rugged workhorses, family SUVs, emerging hybrid technology, and specialised agricultural machinery. Whether you're shopping for a new business vehicle or a cutting-edge family car, every product in our showroom is backed by manufacturer support, service expertise, and genuine after-sales commitment. Our experienced consultants are ready to assist with comparisons, specifications, demos, and personal recommendations.

Our Vehicles



Ford

A Legacy of Toughness and Innovation. For over a century, Ford has defined automotive excellence. At Ben Morgenrood, you'll discover the latest Ford vehicles, trusted by South Africans for reliability, capability, and style.



GWM
HAVAL

GWM Haval

Global Power, Local Strength. From tough GWM bakkies to refined Haval SUVs, both brands deliver innovation and durability for families and businesses.



CHERY

Chery

Innovation That Excites. Bold design, smart technology, and award-winning warranties put Chery in a class of its own..



Mahindra

Rise to Every Challenge. Experience vehicles engineered for performance—on highways, farms, and the toughest trails.



Mahindra Agri

Powering Agriculture & Industry. Complete solutions for the working land, with reliable tractors, implements, and machinery.



Mahindra Construction

Powering Construction & Industry. Complete solutions for the working site, with reliable earth moving equipment, TLBs, and motor graders built for Southern Africa's toughest conditions.



Address

84 Main Reef Road, Randfontein, 1759

Contact Us

011 412 3353



We're Here to Help

Contacting Ben Morgenrood Auto Group is easy. Our friendly team is ready to assist you with information about vehicles, finance options, aftersales service, and more. Prefer to chat in person? Visit any of our modern showrooms in Randfontein. We look forward to welcoming you as part of our motoring family.

Operating Hours

Sales

Monday – Friday: 8:00 AM – 17h00 PM |
Saturday: 8:00 AM – 12:00 PM

Service

Monday – Friday: 7:30 AM – 5:00 PM

Parts

Monday – Friday: 8:00 AM – 17h00 PM |
Saturday: 8:00 AM – 12:00 PM

Public Holidays

Sales

8:00 AM – 12:00 PM

Service

Closed

Parts

8:00 AM – 12:00 PM



Address

84 Main Reef Road, Randfontein, 1759

Contact Us

Sales: 011 412 3353

Service: 011 412 3353



Address

92 Main Reef Road, Randfontein, 1759

Contact Us

Sales: 011 412 3370

Service: 011 412 3370



Address

88 Main Reef Road, Randfontein, 1760

Contact Us

Sales: 011 412 3370

Service: 011 412 3370



Address

86 Main Reef Road, Randfontein, 1759

Contact Us

Sales: 011 693 2444

Service: 011 693 2444



Address

86 Main Reef Road, Randfontein, 1759

Contact Us

Sales and After-Sales:

Theo Lutt: +27 82 446 6489