

PRODUCED BY THE SPECIAL PROJECTS UNIT MARKETING DIVISION SPH

autosaver



We're The Certified Professional Automotive Service Centre

Established in 2002, Auto Saver has been moving towards a professional automotive service centre in Singapore. We implemented preventive maintenance programmes according to the owner's manual, hence providing customers an alternative to service their cars.

Our Vision

- To be a leading automotive service provider in the region

Our Mission

- To cater for today's discerning motorist needs
- To develop and bring about innovative products and partnerships that benefit all parties in the process
- To raise the standard and image of the automotive industry

In 2007, Auto Saver became the only independent operator to franchise its workshop model in Bangladesh, its first international franchisee. Following that, Auto Saver was awarded as a finalist in the Promising Franchisor Award in 2007. In addition, Auto Saver has been awarded the BMPN Best Achiever Award from Borneo Motor in 2006 and 2007 consecutively. Riding on the renewed interest in the industry, Auto Saver embarks on its direction to grow regionally and globally.

With the achievement of the Professional Enterprise Certification today, we are proud to be the certified professional automotive service centre, and will continue to strive for the highest level of service in the automotive service and repair trade in Singapore.



HEARTFELT CONGRATULATIONS FROM

Main Sponsors



NCODE CONSULTANT PTE LTD
EPE HOLDINGS (PTE) LTD

WILDRIVE AUTOMOTIVE PTE LTD
TONITA COMPANY PTE LTD
BONC PTE LTD

Associate Companies

SA
Soon Aik Auto Parts Trading Co Pte Ltd
36 Defu Lane 9, Singapore 539276
Tel: 6383 7540 Fax: 6288 7882
sales@soonaik.com
www.soonaik.com.sg

SA
Filtex Pte Ltd
(A member of SOON AIK Group)
35 Defu Lane 9, Singapore 539275
Tel: 6383 7522 Fax: 6288 3090
sales@filters.com.sg
www.filters.com.sg

AUTOZONE
Autozone Automotive Enterprise
25 Robert Lane, Singapore 218304
Tel: 6293 2557 Fax: 6293 8445
sales@autozone.com.sg
www.autozone.com.sg

Specialised Centres

36 Defu Lane 9, Singapore 539276
Tel: 6383 3882 Fax: 6288 7882

97 Kaki Bukit Ave 1, Shun Li Industrial Park, Singapore 415983
Tel: 6848 7328 Fax: 6848 6951

48 Toh Guan Road East, #01-101 Enterprise Hub, Singapore 608586
Tel: 6515 9750

autosaver

www.autosaver.com.sg

Quality drive

Auto Saver steers motorists to top-grade service locally and abroad

by daphne lee

AUTO Saver, an automobile workshop business, plugged a gap in the car servicing industry by offering a unique service and product.

Established in 2002, Auto Saver started out as a general car service and repair workshop.

Today, it targets the servicing of new cars within the first three years of purchase. It services Honda, Nissan and Toyota cars.

As a subsidiary of the Soon Aik Group, which comprises industrial, marine and energy sectors, Auto Saver has distinguished itself from other automotive service companies by its unique service principle, "Follow The Owner's

Manual", or customised car servicing according to the manufacturer's specifications. This has won the company a following.

Auto Saver's managing director, Mr Bobby Ong explains: "We do servicing according to the car manufacturer's specifications.

"Our company invests heavily in original diagnostic tools, which are electronic gadgets to assess the car's engine management system. Each tool costs approximately \$18,000.

"We also use 100 per cent genuine parts so that our customers have peace of mind for their car servicing."

He adds that the company is transparent about its pricing. It publishes its rates on its corporate

brochure and its website www.autosaver.com.sg.

It is also a certified on-the-job training centre that is audited every six months.

This year, the company obtained the Professional Enterprise Certification (PEC), excelling in areas such as strategy and leadership, operations, marketing and human resource.

"We train our technicians and map out a career path for them. They can progress up the ladder to be a workshop supervisor, a workshop manager or an entrepreneur who owns the business, if they so desire," says Mr Ong.

For marketing, the company has two franchisees in Singapore and plans to open five more by 2013. It branched out to Bangladesh last year and plans to expand further to India, Malaysia and Thailand.

Mr Ong says: "Having the PEC definitely gives recognition to the company and its business. It also helps in our franchising plans and in networking.

"I hope that Auto Saver will fly the Singapore flag around the region through its franchisee network."

Our company invests heavily in original diagnostic tools ... We also use 100 per cent genuine parts so that our customers have peace of mind for their car servicing.

— Mr Bobby Ong, managing director, Auto Saver



PHOTOS: CHONG JUN LIANG