

DT DOBIE

THE MARKET

“Seriously Kenyan”, this is the phrase that best describes DT Dobie. With a rich automotive history spanning 62 years, DT Dobie continues to position itself as a company that understands and responds to Kenyans motor needs in its product range - not to mention the demand for excellent after sales services countrywide.

The brands overriding concern is to tailor make products that are suitable for both the country and consumers. DT Dobie enjoys the position of market leader in the Truck segment while its luxury brand; the Mercedes continues to enrich the driving experience of Kenyans and leads this segment.

There has been an influx of second hand vehicles in the Kenyan market but, DT Dobie does not see this as a threat to its business as the Kenyan market is clearly segmented. The only concern is that the government continues to ensure that second hand vehicles coming into the market are of good quality and safe to drive. The rule that was put in place regarding second hand vehicles not more than eight years old is laudable as it will ensure to some extent that roadworthy vehicles come into the country.

With the signing of the East African Protocol, the company foresees a growth in business as the East Africa Community will help in creating a larger market in East Africa with fewer trade restrictions.

Future plans for DT Dobie through its parent company which already has an affiliate company in Tanzania, is expansion to other countries including Uganda, Rwanda, Southern Sudan & Burundi.

ACHIEVEMENTS

D. T Dobie was presented with the DaimlerChrysler award from the DaimlerChrysler Regional office in South Africa for best General Distributor in Sub-Saharan Africa in 2006. This was the second time it had received the award which is presented every two years.

In 2007, D.T Dobie and the Mercedes Benz brand were honored with the prestigious Superbrands award for its market dominance, acceptability and goodwill thereby acclaiming the company as the exemplary custodians of the franchise. The company also has received various other awards for being the largest distributor of Mercedes Benz in Sub Saharan Africa.

The company prides itself on being at the forefront in the introduction of the latest in car technology. The Mercedes range is one of the most technologically advanced vehicles worldwide and with the recent introduction of

the New C-Class; Kenyans can enjoy the latest in car technology.

HISTORY

DT Dobie was started in 1949 by David T. Dobie, a veteran of World War Two. In 1964, the company gained sole distributorship franchise of the Mercedes Benz saloon and heavy commercial vehicles. The company is well known for the Mercedes Benz Actros ; a heavy duty truck normally used for long-distance haulage, heavy duty distribution haulage and construction haulage.

In 1964, DT Dobie became the distributor

of the Nissan passenger and light commercial vehicles. Nissan vehicles have proved to be very reliable and since its inception in Kenya it was synonymous with international and local rally drivers.

In the year 2000, the ownership of the company changed to CFAO, a French company that was owned a subsidiary of the Pinault Printemps-Redoute (PPR) group. CFAO is a leader in specialized distribution in Africa and the French Overseas Collectivities; CFAO which is active in 31 African countries has four key area of expertise: Automobile distribution with CFAO Automotive, Pharmaceutical distribution with Eurapharma, Technologies with CFAO Technologies, and Distribution of consumer products with CFAO Industries. The acquisition by CFAO meant that D.T Dobie benefits from international management and technical experience in different markets.

In the year 2001, the company was awarded the Jeep franchise for Kenya. In 2007, the company was awarded the Renault franchise and reintroduced the Renault brand for saloons and light commercial vehicles after an absence of eight years in the market.

DT Dobie has invested in the development of its facilities as attested to by the state of art facilities boasting modern facilities that match international standards in its Nairobi, Nakuru and Mombasa branches.

The company offers unmatched after sales service due to its wide network consisting of branches in Mombasa and Nakuru, dealers and service centres countrywide as well as easy accessibility to genuine spare parts for all its brands. In Nairobi, the Express Service Centre located at the Lusaka road premises provides customers with quick quality service at a reasonable price.

The Body shop located on Lusaka Road provides high quality workmanship for damaged vehicles. Over the last few years in keeping with worldwide technological advancements, the organization has invested heavily in hi-tech equipment and on-going training of personnel.

Investment in Human Resource is of utmost importance. DT Dobie was the first motor company to have a training center which was established in the 1970's. With stringent qualification terms, the training center ensures that technicians who leave the school after the two year course are the best in the field of car care. Top students are awarded bursaries.

PRODUCT

DT Dobie ensures that all vehicles brought into



A new class of agility.
The new generation C-Class.



the market are specially homologated to the Kenyan road conditions.

In the SUV section, the company comprises the Jeep range; Grand Cherokee, Wrangler and the Jeep KK. Under the Nissan range, the company offers; Patrol, Pathfinder, Xtrail, and in the Mercedes range the Mercedes ML and GL classes.

In the luxury section, the company has the Mercedes range, S-class, E-class, C-class and the Chrysler 300C.

For the family cars, the Nissan Tiida is an ideal vehicle for family and corporates can use it as a sales tool.

The NP200, Nissan Patrol Pick-up, Navara and Hardbody Pick-ups, are the work horse while still giving an executive feel. They provide ideal vehicles for those who want hardy cars for their businesses. These cars are targeted at farmers and suppliers, whereas the Nissan minibus is the preferred vehicle for tour operators.

RECENT DEVELOPMENTS

Expansion is underway for new dealer networks in Kisumu and Eldoret. Plans are underway to launch the Mercedes Benz Tipper & cement mixer trucks targeting the road and construction industry.

PROMOTION

The Company engages in Customer activities to promote its brands. These include vehicle displays at select sites to give consumers a chance to interact with the vehicle outside the showrooms. Other consumer activities include open days where consumers bring in their cars for servicing at discounted prices.

Other promotional activities include advertisements in print and electronic media, outdoor material; billboards, and outdoor signage. Public relations are also key and this is done through articles in targeted media. Networking opportunities are arranged through golf sponsorships, farmer's field days and special events such as participation in Motor show, Concours D'elegance and 4X4 days amongst others.

BRAND VALUES

The Mercedes Benz is a strong brand attributed to a renowned heritage thereby making it a living

legend. The Mercedes Benz brand has also been authenticated as one of the handiest and most reliable car brands owing to attention to detail paid to technology safety and design, thus achieving perfect craftsmanship that gives the result of the classic modern design of the car. This design personifies the sophisticated look and feel of the car thereby giving it a balance in grace, taste and reliability.

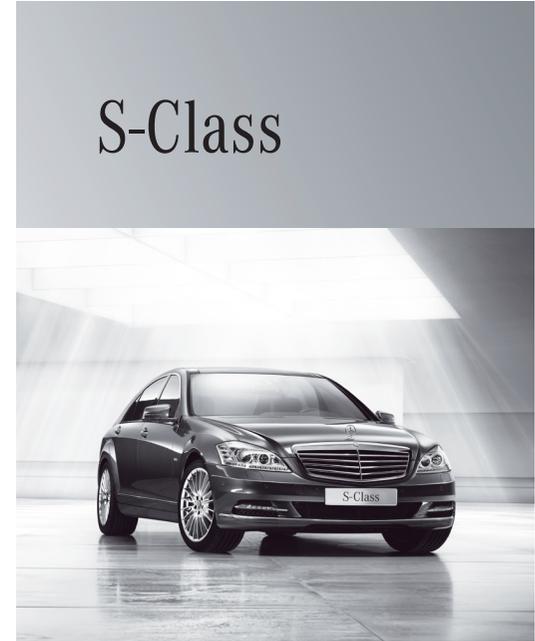
The Mercedes Benz car brand does not commit itself completely to the physical appeal of the vehicle while compromising the safety of its passenger. Safety features such as Anti-theft system, Anti Braking System, Parktronic Sensors and front and side air bags have been incorporated along with comfort features such as remote controlled central locking system, multifunction steering wheel, service interval indicator just to mention a few.

One promise the brand guarantees is that there shall be no difference in the experience between a first time and current owner of a Mercedes Benz model. They shall both have pleasant and memorable experiences with their cars. This makes the consumer appreciative of the brand, making it unique in their eyes. Once a consumer has bought a Mercedes Benz car which has not only met but also exceeded their expectations, then, it is safe to say the brand has a loyal consumer.

The brand is committed to continuous improvements for preserving the Mercedes Benz image as a premium, fascinating and perfect craftsmanship brand. Customers expect to receive high value for their money. It is through this that the customer develops an appreciation for the brand that is reflected in the social acknowledgement.

The Mercedes Benz three-pointed shining star on the engine hood has been quoted as being "The most-used spare part" and is as easily recognizable as the Christian Cross, reflecting the heritage of the premium brand as a living legend, authentic, elegant and fascinating piece of machinery that one and all aspire to drive.

At factory level Mercedes-Benz ensures quality is monitored at all times. Strict quality checks and continuous developments on safety measures are carried out and with help from virtual reality; the development stages can



be precisely simulated and improved before production.

High performance logistic planning guarantees over 90 minutes, scrutinizing a single part in order to ensure high standards of perfection and attention to detail. During the production process, high quality material is combined with skilled craftsmanship to produce a superior Mercedes product.

The vehicles are configured to the owner's wishes and are required to pass through at least 15 quality gates. Uncompromising standards are enforced with respect to comfort, technology, safety and quality and indeed delivering the promise of quality to customers.



THINGS YOU DIDN'T KNOW ABOUT DT DOBIE

- DT Dobie staff and their families plant trees every year. A minimum of 1000 seedlings are planted every year
- The company has adopted Upendo Village, a home that cares for HIV/AIDS orphans
- The company was also among the first corporate bodies to introduce a HIV/AIDS program. Free ARVS are also given to HIV positive staff and their spouses.
- Staff members whose children have excelled at school are given a bursary to help them pay the fees.