



MARKET

With its own network of nineteen well-equipped fitment centres in Kenya and Rwanda, AutoXpress is the market leader by far in the original equipment and replacement auto parts business in East Africa commanding a large share of the market in the tyres, batteries, wheels and suspension part segments. It carries the widest product range and the largest

against international standards. They aim to continuously improve their processes to ensure they are in line with the ISO requirements. AutoXpress was the first to open state of the art tyre centres creating a five-star shopping experience for the motorist accustomed to the highest standards of customer service and also the first in the East African region to put up a dedicated truck and bus facility in Mombasa.

HISTORY

In 1958, Mr. Gosar Raishi Shah founded Nyanza Petroleum Dealers (NPD) to distribute products of Ozo East Africa (a French oil company) in the greater Nyanza province, which consisted of parts of Western Kenya, Northern Tanzania and Eastern Uganda. NPD commenced its operations humbly by selling petroleum products in twenty litre cans and 210 litre drums.

1965 saw NPD successfully apply for distributorship of Avon brand of tyres and won the coveted title of highest selling distributor from 1966-1968.

In 1969 Firestone East Africa was incorporated and the local facility to manufacture tyres was established in Nairobi. NPD became a distributor of Firestone East Africa while at the same time established relationships with various manufacturers around the world and commenced the importation of tyres. In the eighties, a large stake of Firestone East Africa was purchased by local shareholders from its American owners. Soon thereafter the government imposed punitive duties and taxes to further protect the local tyre plant. NPD ceased the importation of tyres as it was not feasible.

In 1995 NPD revisited the business of importing tyres with a consignment of agricultural tyres from Alliance Tyre Company of Israel. Pirelli Tyre Company offered NPD distributorship for Kenya at the end of 1997. This was followed by a rapid expansion of the branch network between 1998 and 2005



stock in the region. The AutoXpress network is staffed with just over 300 professionals. AutoXpress sells its products and services to a wide selection of customers ranging from retail motorists and resellers (distributors) to garages and corporate fleet operators.

Targeting medium to high end customers from the above market segments, AutoXpress enjoys a market share of about 30% across all its product segments, namely, tyres, batteries, wheels and suspension parts. As the number of vehicles on the road increases, so does the potential and existing customer base. Universally, consumers are becoming more sophisticated and are demanding better service, use of the latest technology and products of the highest quality backed by warranties. By exceeding the expectations of these ever more demanding customers, AutoXpress expects to double its sales turnover every three to four years in the medium term.

ACHIEVEMENTS

AutoXpress is ISO 9001:2008 certified and all their branches are continuously audited



with the opening of Mombasa road, Nairobi city centre, Nakuru, Westlands, Mombasa town centre, Eldoret, Mombasa truck centre and Malindi branches.

Other complementary product lines like wheels and batteries were introduced in 2003 and 2004 respectively. NPD ushered in 2005 with the introduction of shock absorbers, springs and bushes through a country-wide network. In 2007 NPD attained market leadership in the tyre business in Kenya. In 2008 NPD was rebranded to AutoXpress after which it ventured into the Rwanda market, the Malindi branch was set up and an ultra modern facility with a training centre was established on Mombasa road. Between 2009 - 2012 AutoXpress saw major milestones with the opening of Changamwe road, Langata road, Ngong road, Limuru road, Zion mall Eldoret, Kakamega and Lusaka road branches. Within the same time a new logistics warehouse was commissioned, Kisumu branch was relocated to new premises along Obote road, ISO 9001:2008 certification was awarded, KYB suspension parts dealership was acquired and the head office was relocated to Limuru road, Nairobi. In 2013, Nyali and Kisii branches were opened bringing the total number of outlets to eighteen in Kenya and one in Rwanda.

PRODUCT

AutoXpress' intention is to ensure that every customer can purchase and fit replacement auto parts which are of the same or higher quality as the original equipment part. In this way, the customer will continue to enjoy the same or increased levels of safety, durability, performance and value as s/he did when the vehicle was new. In order to offer the best products to its customers, AutoXpress has partnered with some of the most well known and respected auto parts brands in the world.

The following are a sample of the brands that AutoXpress represents in this region:-

Pirelli, Dunlop, BKT, Ceat and Marshal tyres, Nexen tubes, Maxion and Jantas wheels, Global and Energizer batteries, KYB suspension parts and PCL, CEMB and Rema Tip Top equipment.



RECENT DEVELOPMENTS

In the first few months of 2013, AutoXpress has opened two new state of the art fitment centres in Nyali and Kisii bringing unrivalled service and quality products ever closer to its customers.

Three more centres, namely: Greenspan Mall, Ridgeways Mall and Kitale Mall, will be inaugurated before the end of the year in line with the company's ambitious expansion program.

AutoXpress has recently introduced Energizer automotive batteries to the region. Every driver can now benefit from top performance and reliability that s/he would expect from a world renowned brand like Energizer.

PROMOTION

AutoXpress utilises both above and below the line advertising in it's marketing communication.

Every successful marketing campaign by AutoXpress encompasses use of either print, outdoor, T.V, radio and digital media platforms. Facebook and Twitter are utilised extensively to communicate product updates, useful tips for drivers and any ongoing special promotions.

AutoXpress participates in motor shows and fairs and provides sponsorships that include: golf tournaments, the Rhino Charge and assistance to Glen Edmunds performance driving school.

AutoXpress runs targeted sales campaigns during peak seasons of the year when most people travel to various destinations via private or public means and when a particular product offers most value to the consumer.

A slogan that has worked well for AutoXpress is "LOVED CARS, LOVE US".

BRAND VALUES

The AutoXpress brand promise is summed up by the following:-

Modern

- Fresh, high tech, clean and aesthetically appealing.

Quality products

- AutoXpress offers the highest quality products through careful brand selection.

Truly superior service

- AutoXpress staff are knowledgeable, well trained and customer focused.

Trustworthy

- AutoXpress offers fair, transparent pricing and product warranty at all their outlets.

Network of branches

- AutoXpress is the convenient option.

Longevity

- 55 year heritage.

www.auto-xpress.com

SAVE YOUR CAR FROM DISTRESS
Let us take care of it

At AutoXpress, we take real good care of cars. We use hi-tech equipment and processes in all our services, ensuring world-class safety and quality standards. If you love your car, bring it to us. You won't regret it. Neither will it!

TYRES • WHEELS • BATTERIES • SUSPENSION • ALIGNMENT • BALANCING

autoXpress
LOVED CARS LOVE US

Things you didn't know about AutoXpress

AutoXpress began its operations as Nyanza Petroleum Dealers Ltd in Kisumu in 1958.

AutoXpress has nineteen branches across East Africa and plans to have 35 branches by 2015.

AutoXpress is staffed with just over 300 professionals.

AutoXpress offers warranties on all the products and services that it sells.

AutoXpress is an ISO 9001:2008 certified organisation.

Superbrands