



TYRES • WHEELS • BATTERIES • SUSPENSION • LUBRICANTS • ACCESSORIES • CAR SERVICE • DIAGNOSIS • BRAKES • ALIGNMENT • BALANCING

## MARKET

With a network of 36 well-equipped fitment centres in Kenya, Rwanda and Tanzania, AutoXpress is the market leader in the auto parts and accessories business in East Africa with the largest chain of auto parts sales and fitment centres in the African continent outside the Republic of South Africa. It represents some of the best-known global brands in the automotive sector ranging from Pirelli, Bridgestone and Goodyear in the tyre sector to Bosch and Champion in the auto parts and service sector.

AutoXpress carries the widest product range and the largest stocks in the region commanding a large share of the auto parts market specializing in tyres, wheels, batteries, suspension parts, lubricants, service parts and car accessories. It sells its products and services to a wide selection of customers ranging from retail motorists to dealers, garages, corporates, transporters, government and non-government organizations.

As the vehicle park within the region increases so does the potential and existing customer

base. In East Africa, like elsewhere, consumers are becoming ever more sophisticated and are demanding better service, use of the latest technology and expecting products of the highest quality backed by warranties. By exceeding the expectations of these increasingly demanding customers, AutoXpress expects to capture a majority of the customers within the East African Region and thereby expects to double its sales turnover every three to four years in the medium term.

## ACHIEVEMENTS

Although AutoXpress started as a family business, in 2014, it sold a 36% stake to Actis one of the largest private equity groups operating in Africa with almost \$8 billion in funds invested across the emerging markets. The investment by Actis significantly increased the ability and appetite for AutoXpress to grow both organically and by acquisition.

On a different note, in 2015, AutoXpress was appointed by General Motors East Africa to be a parts and service operator enabling it to service

Isuzu and Chevrolet vehicles in its network and also to offer genuine parts to its customers. Simba Corporation followed suit shortly thereafter by announcing a partnership with AutoXpress in 2016 thereby authorizing AutoXpress to service Mitsubishi and Fuso vehicles using genuine parts through its network.

In another first,

in 2016, AutoXpress Limited in partnership with APA Insurance launched the XtraSure Tyre Damage Guarantee. This is a product that protects vehicle owners from paying for any unwarranted repairs or unplanned replacement of tyres damaged by road hazards. These include but are not limited to rocks, broken glass, nails, kerbs and potholes. XtraSure Tyre Damage Guarantee (XSTDG) covers all brands of passenger and SUV tyres that are purchased and fitted at any AutoXpress Fitment Centre across Kenya provided that the vehicle that the tyres are fitted on is used for private or personal use. This guarantee is free of charge for the first year and can be extended for a second year at a small cost.

AutoXpress Limited has been recognised as a Superbrand for the third time this year. However, this time round, it was ranked as the number one brand in the category of automotive - parts and accessories, a recognition of AutoXpress' consistent delivery of exceptionally superior service hinged on the highest quality products and services delivered by highly trained industry professionals.

## HISTORY

AutoXpress boasts of a long and rich heritage encompassing almost 60 years since its inception in Kisumu in 1958. It was founded by Mr. Gosar Raishi Shah and was initially known as Nyanza Petroleum Dealers to distribute products in the greater Nyanza Region for Ozo East Africa, a French oil company which was subsequently acquired by Total Oil. The greater Nyanza region in those days comprised of a large area that included everything west of Kedowa in Western Kenya, large areas of Eastern Uganda and the lake area of Northern Tanzania including the towns of Tarime and Shirati.

Over the years, the company grew tremendously



increasing the range of products. Although it was initially incorporated to distribute only petroleum products, it added tyres (1965), batteries (1977), wheels (1998), suspension parts (2005), service parts (2014) and accessories (2014) to its product offering by partnering with world class automotive brands like Pirelli, Bridgestone, Goodyear, Dunlop, Bosch, Energizer and Champion.

In addition to widening the product range that it offered, it ventured into many different geographies across East Africa from being present only in Kisumu in 1997 to having more than 36 branches across Kenya, Tanzania and Rwanda in 2017.

## PRODUCT

AutoXpress is the ultimate car doctor, offering professional advice and quick service. At AutoXpress, the motorist is able to access 80% of his or her vehicle maintenance requirements conveniently and usually within an hour of arriving at an AutoXpress Centre.

It has recently expanded the range of products and services that it offers to customers by introducing car servicing and brakes replacement in addition to products and services that it traditionally offered like tyres, batteries, wheels, shock absorbers, coil springs, lubricants, car accessories, computerized vehicle diagnostics, wheel alignment and wheel balancing.

AutoXpress has world class fitment centres that are undoubtedly amongst the most modern and technically advanced facilities of its kind in the East African region. The fitment centres have fully equipped working bays, each one specializing in a particular product or service and are manned by a team of specialized technicians, trained on the latest technology, and equipped with the best tools and equipment.

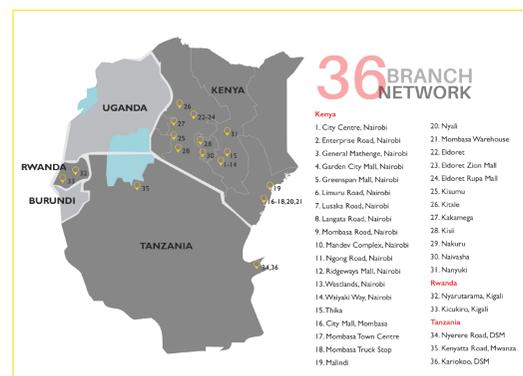
AutoXpress has collaborated with the best in class suppliers from around the world to exceed expectations of customers seeking professional advice, high quality products, convenience and quick service at an affordable price.

## RECENT DEVELOPMENTS

AutoXpress has recently introduced Bridgestone and Goodyear tyre brands in the region. Drivers now have a wider range of world class tyre brands to choose from.

AutoXpress has grown its network presence within the three countries to bring its products and services closer to its customers. With already 36 branches under its belt and a strong plan to still grow its footprint and an imminent entry into Uganda, AutoXpress is highly likely to achieve its aim of having 50 branches by the end of 2018.

## PROMOTION



AutoXpress utilises a well thought out marketing mix encompassing both above and below-the-line concepts to ensure the brand remains top of mind for its existing customers and any potential customers.

With each marketing campaign, AutoXpress uses print, outdoor, radio and digital mediums. In addition to this, AutoXpress participates in events such as Motorshow, trade fairs and sponsorships that include but not limited to golf tournaments and charitable initiatives.

Corporate Social Responsibility is another form of promoting the brand. AutoXpress has always admired the great work that the Rhino



Ark Charitable Trust has been doing since its inception in 1988 to support conservation in Kenya. While AutoXpress has played a role over the years to support the activities of the Rhino Ark by supporting various teams participating in the Rhino Charge, for the last two years, it has contributed a significant number of tyres enabling the Rhino Ark Charitable trust to continue doing the wonderful work it has been doing.

## BRAND VALUES

While AutoXpress has grown tremendously over the last 59 years, its core values remain close to its heart and continue to form the foundation on which it conducts its business. Where you see the yellow, red and white AutoXpress logo, you can expect the following:

- Modern, fresh and clean facilities equipped with the very best tools and equipment
- Knowledgeable staff who are well trained and customer focused
- An ISO 9001:2015 certified organization
- Quality Products - It chooses its partners carefully to ensure that its customers receive the highest quality product at every price point
- Fair, transparent pricing and a warranty on everything that it sells
- A good network of branches so that you don't have to travel far for your vehicle to be looked after by AutoXpress
- Trust – it has been around for 59 years and has built a strong foundation for all partners, be it customers, suppliers or staff.

[www.auto-xpress.com](http://www.auto-xpress.com)

## Things you didn't know about AutoXpress

- AutoXpress will be celebrating its 60th year anniversary in 2018
- AutoXpress has 36 branches across East Africa and plans to have 50 branches by 2018
- AutoXpress prides itself in having over 600 well trained staff
- AutoXpress offers manufacturer's warranty on its products
- AutoXpress offers a tyre damage guarantee on all tyre brands bought and fitted at any of its branches in Kenya.

