

PORSCHE

MACEDONIA



Златна валута.
Најстабилна и највредна валута на автомобилскиот пазар.

PORSCHE MACEDONIA Volkswagen. Das Auto.

Market

Porsche Macedonia is a dealership company for the automotive brands of Volkswagen, Audi, Škoda and Volkswagen commercial vehicles. It has been present on the Macedonian market since the end of 2005 and it is the only importer in the country under the direct ownership of the car manufacturer - Volkswagen AG. Porsche Macedonia is the leader on the automotive market with a 30% share on the new vehicles market. The success is not only due to the power of the top brands being represented and the establishment of their recognizable image, but also to the dedicated manner of operation of the local team and the customer care. The unmatched quality of the products and services, the constant awards and improvements are the main competitive advantage giving the foundation for the leadership position on the automotive market.

Achievements

Porsche Macedonia is a brand which combines the experience and the long-lasting tradition, superior quality and innovative technology.

Since it was opened in 2005, the company strives to grow and expand the activity, which resulted in the wide sales service network in the Republic of Macedonia. Porsche Macedonia

provides original spare parts and accessories from the corresponding brand of the vehicle to its sales –service partners across the country, which creates long-term and fair relations with the associates. There are currently over 100 employees at Porsche Macedonia, with the goal to constantly expand the team.

Through the development and staff specialization programs and the constant exchange of information, the company provides continuous improvement of the quality of work. The award for the “Best employer in the Republic of Macedonia for 2011” which was given to Porsche Macedonia at the competition organized by Triple S Recruitment, is the best evidence for the pleasant work environment and the top interpersonal relations in the frames of the organization. Based on the research of the public and expert voting, Porsche Macedonia was proclaimed to be a Macedonian Superbrand for 2011/2012. This award is the proof for the supreme quality and its high positioning. The Volkswagen Passat received the automotive Oscar in Macedonia in 2006, and the Volkswagen Golf received it in 2009.

History

The company was formed with a direct foreign investment by Porsche Holding. The initial

investment amounted to 10 million Euros, and additional 17 million Euros were invested through Porsche Leasing, which are owned today by the automotive giant Volkswagen AG. Porsche Macedonia

functions as a decentralized part of the integrated automotive group which represents the automotive brands Volkswagen, Audi, Škoda and Volkswagen commercial vehicles, and there is full support for all the activities undertaken, all in order to give the customers superior cars at their reach.

Product

Through the detailed analysis and the constant market monitoring and its demands, Porsche Macedonia has designed a wide portfolio of vehicles, with sales and services for all user segments, in order to satisfy the specific needs of the consumers. Each of the brands has its advantages, ideals and power to inspire and attract customers. The Volkswagen cars are intended for the consumers who demand a higher standard of quality, exceptional aesthetics, cutting-edge technological equipment and longevity. Golf, Polo, Passat, Beetle, Jetta, Touran, Tiguan, EOS, Touareg, Sharan, Scirocco are a part of the rich variety of this brand, and the new Volkswagen up! is a small charismatic car with fuel efficiency, electrical engine and an outstanding security system. The vehicle can be used for the everyday urban enjoyment and for the people of all ages with different mobility requirements. The Caddy, Crafter, Transporter, Multivan and Amarok complete the offer of Volkswagen in the segment of commercial vehicles. Practical and simple, these vehicles are excellent for work and recreation. The new Amarok is a powerful cross-country vehicle which stands out with its perfect design, with great strength and agility to get to the least accessible places. The new modern design of the vehicles of Škoda is intended to additionally express the perception for Škoda as a manufacturer of vehicles that attract attention, offer outstanding price value, countless clever solutions and work done precisely. After the market research showed the increasing demand of the consumers for smaller cars with lower fuel consumption and affordable prices, Škoda followed their needs, and in early 2012 launched the new Citigo. The Citigo is especially designed for young people and is characterized with top safety,





Škoda and Volkswagen commercial vehicles the proper choice for the lovers of quality cars.

Promotion

In addition to the high quality and services offered, it is without a doubt that part of the success of Porsche is due to the marketing strategy applied by the company. As a modern and successful company, included in local and global environment, Porsche Macedonia simultaneously uses multiple communication channels, in order to have continuous

attractive design and economical gasoline engines. Fabia, Octavia, Yeti, Superb, Roomster and Praktik are the remaining models of Škoda.

The vehicles of Audi are a true symbol of prestige, style and luxury. The cars from this brand gained the title "Best car in 2012" by the readers of the most prestigious automotive magazine in Europe „Auto motor und sport" (AMS), which graded the Audi A1 as the best in the segment of small cars, and the Audi A4 and A5 as the best vehicles from the medium class. Audi A4 is a vehicle with a lowest rate of error and is at the top according to the report of DEKRA for used cars for 2011. According to the kilometers passed, it is the best car in three classes of cars.

Recent Developments

Keeping up with the fast development on the market, Porsche Macedonia aspires to respond to all challenges, creating additional values in order to offer the best to their customers. The vision of Porsche Macedonia is to become a synonym for a supreme automotive company which represents original high-quality vehicles, applying the latest business standards, with a stable position on the market, which creates, expands and deepens the business cooperation with the existing and potential business partners. In accordance with the slogan "partner of trust" Porsche Macedonia continuously strives to satisfy the sophisticated tastes of their customers, and this is why simultaneously with their European premiere, they provide the latest models from their cars, which are available through the widespread network throughout Macedonia. The customer satisfaction is a primary goal for all activities of Porsche Macedonia and an additional impulse to always make a step further. The integration of the latest technological achievements with the vehicles, top design, built image, long-term guarantee and the opportunity to buy a vehicle with leasing, makes the automotive brands of Volkswagen, Audi,



interaction with its consumers. An integrated promotion strategy is being implemented which includes multiple communications channels: an advertising campaign in the printed and electronic media, public relations, sponsorships and BTL promotion events. The company intensively uses the latest social media, as a powerful and efficient means for two-way communication with the customers. The Facebook page of Porsche Macedonia reached over 42,000 fans in early 2012, and the page of Škoda noted a record visitation of 15,000 visits a day. Porsche uses all resources in order come closer to its customers and to provide its services at their reach.

In accordance with the corporate philosophy, Porsche continuously aspires to maintain high standards and give support to the community in which it operates. As a socially responsible company, Porsche Macedonia supports many activities and events of a cultural interest, sponsorships and donations. Each year

Skopje Jazz Festival, Fashion Week in Skopje, Swimming Marathon in Ohrid, Bicycle Race in Skopje and many other manifestations, are supported.

Brand Values

The brand Porsche is recognizable for the consumers worldwide, and the strong emotional connection to the clients with the cars of Volkswagen, Audi and Škoda is a proof of this brand's power. The highest quality, outstanding design, perfect making and safety are a synonym for the vehicles from the sales portfolio of Porsche Macedonia. The company connects the long-lasting tradition with the latest technological achievements, and satisfying the needs of the customers is in the focus of their work. With the constant investments

in technology, education and specialization of the employees, expanding the distribution network and improving the quality of the services, the company creates a feeling of trust and respect with the consumers. Aside from building a leading brand in the automotive industry in the country, Porsche Macedonia makes constant efforts to build a brand of a top employer and a successful example of corporate management of a socially responsible company. Thanks to this direction, the organization is considered to be a safe partner to its customers, partners and employees, as well as to the social community where it operates. What all the brands have in common is that they all have individual development strategy, which when realized avoids



the stereotypical approach, and instead the practice uses originality and diversity, all in order to achieve the high level of customer satisfaction and to gain their trust. The high value of the brand Porsche Macedonia and its products with the consumers is verified with numerous awards and recognitions, which is an excellent basis for upgrading and expanding of the already confirmed values.

www.porsche.com.mk

THINGS YOU DIDN'T KNOW ABOUT...

Porsche Macedonia

- The vehicles of Volkswagen are the best selling cars in 2011 in Europe.
- The Volkswagen Beetle is one of the winners of the industrial design Oscars at the manifestation Good Design which was held in Chicago in 2011.
- Every year in June, a parade of Old-timer Beetles is held in Skopje, where the proud owners tour their cars.
- In January 2012, 75.400 vehicles from the brand of Škoda were sold, which is the highest realized turnover for the last 117 years. Škoda has produced 14 million cars so far, and in the beginning of 2012 - the jubilee car is the special model Superb 2.0 TDI.
- One of the best music stars of all times, DJ Tiësto, designed a music video "What Can We Do (A Deeper Love)" exclusively for the promotion of the new Škoda Citigo, which can be seen and downloaded exclusively on the Facebook page of Škoda www.facebook.com/skoda
- The readers of the magazine „OFF ROAD" chose Audi Q3 as their favorite cross-country vehicle in the category "Crossover" in 2011.
- Porsche Macedonia has sold over 13,000 vehicles so far.

