

MAN Strengthens Service Network in Malaysia with Minufa Automobile Partnership



Hartmut Mueller, Managing Director of MAN Truck and Bus (M) Sdn Bhd (3rd from left) explaining about the terms in the Memorandum of Understanding (MoU) to Executive Chairman and CEO of Minufa Global Group, Dr. Sunny Chan, PJK (3rd from right) during the signing ceremony at Malaysia International Bus, Truck and Components Expo 2015 (MIBTC 2015).

MAN Truck and Bus (M) Sdn Bhd (MTBM) is strengthening its network of dealerships in Malaysia with the signing of a Dealership Agreement with Minufa Automobile Sdn Bhd (Minufa). The Agreement reflects the collaboration of Minufa with MTBM to distribute MAN commercial vehicles as well as provide quality after-sales services in the East Coast.

Hartmut Mueller, Managing Director of MTBM, said: "MAN has a reputation for reliability and cost efficiency and we recognise that convenient access to after-sales service and

ease of obtaining genuine spare parts is crucial in keeping vehicles operational and maintenance costs low in the long run. The appointment of Minufa as MAN's 3S dealer will help us advance this objective and further strengthen our presence in the East Coast, adding to both our sales and service network in the country."

Under the agreement, Minufa is inaugurated as a MAN after-sales service partner as well as having a dedicated branch solely for MAN commercial vehicles. The MAN service centre operated by Minufa will be located in Kuantan, Pahang and will provide a complete range of after-sales services, maintenance and spare parts supply for MAN vehicles.

Headquartered in Kuantan and with several 3S service centres in the East Coast and Klang Valley, MINUFA provides sales support and after-sales services for commercial vehicles, including bodywork engineering, spare parts supply, maintenance, vehicle inspection, among others.

Executive Chairman and CEO of Minufa Global Group, Dr Sunny Chan, said: "The formation of this dedicated service centre shows the trust MTBM has in Minufa's abilities as a strategic partner. MTBM will be able to take advantage of Minufa's technologically advanced facilities and award-winning maintenance services. The centre will also have MAN trucks stocked and ready for purchase, providing customers in the East Coast a quick solution to their trucking needs."

In line with its plans to extend its market reach to a wider range of industries that depend on trucks as an important transport mode for business, MTBM is beefing up its service and dealer network nationwide to expand its market coverage. Minufa is part of a growing list of dealers in MAN's network located in Kedah, Pahang and Sarawak, in addition to MTBM's existing branches.

"Our partnership with Minufa is just one of what I hope to be many such synergies. We have plans to expand our business to other parts of Malaysia in the coming years and widening our service network is one of our key priorities," said Mueller.



Hartmut Mueller, Managing Director of MTBM and Executive Chairman and CEO of Minufa Global Group, Dr. Sunny Chan, PJK signing the MoU between MTBM and Minufa Automobile Sdn Bhd witnessed by Marcus Westdahl, General Manager, Finance and Controlling of MTBM (left) and Dinesh Nair, General Manager, Sales & Marketing of MTBM (right).

曼通过诚俐汽车合作伙伴 巩固马来西亚服务网络

曼 卡车及客车（马）私人有限公司（MTBM）通过与诚俐汽车私人有限公司（Minufa）签署代理合约，巩固它在马来西亚的代理网络。该合约反映了诚俐与大马曼卡车及客车公司的合作，经销曼商用车和在东海岸提供高品质的售后服务。

曼卡车及客车（马）私人有限公司董事经理米勒（Hartmut Mueller）说：“曼拥有一个可靠和具成本效益的美誉，而我们知道便利的售后服务和能够轻易取得原装备件是让车子能够长期运作和保持低维修成本的关键。委任诚俐为曼的3S代理可协助我们提前达到我们的目标和更进一步加强我们在东海岸的存在，并且扩展我们在国内的销售与服务网络。”

在该合约下，诚俐不仅正式成为曼售后服务伙伴，也特别将它的其中一个分行，专门用来为曼商用车提供服务。由诚俐经营的曼服务中心将位于彭亨关丹，并将为曼商用车提供全系列的售后服务、维修及备件供应。

总部在关丹，并在东海岸和巴生河谷拥有好几家3S服务中心的诚俐，为商用车提供销售支援和售后服务，包括车身工程、备件供应、维修、车子检测等。

诚俐集团主席兼执行董事陈智耀博士表示：“此服务中心的设立，显示了马来西亚曼公司相信诚俐拥有作为其策略性伙伴的能力。曼公司将得益于诚俐技术先进的设施和获奖的维修服务中心。我们的服务中心将有充足的曼卡车库存，方便客户购买，为东海岸客户的卡车需求提供快速的解决方案。”

配合其扩大市场覆盖范围以包含更多依靠卡车作为其业务主要运输工具的工业，曼公司正在加强其服务和全国的代理网络来提高其市场覆盖。在曼现有的分行外，诚俐是曼位于吉打、彭亨及砂拉越成长中的代理名单上的代理之一。

“我希望我们与Minufa的伙伴关系，是众多协作中的其中一项。我们计划在未来几年里，扩展我们的业务到大马的其他地方，而扩大服务网络正是我们其中的一个当务之急。”