



PRESS RELEASE

For immediate release

8th July, 2016

Simba Corporation Ltd appoints AutoXpress Ltd as a Mitsubishi authorized parts and service centre

Nairobi, Friday 08th July 2016.....Simba Corporation, an integrated business group with controlling interests in diversified fields such as motor sales and service, hospitality, investment and financial services has today signed a partnership deal with AutoXpress Limited; a market leader in sales of auto parts and services in the Eastern Africa region.

This partnership will see Simba Corporation customers leverage on AutoXpress' wide network of over 20 appointed service and fitment centres in Kenya. Mitsubishi and Fuso vehicle owners will have access to genuine motor vehicle spare parts as well as service in a more convenient location rather than having to look for the same in other areas. This is in line with Simba Corporation's strategic agenda aimed at bringing genuine parts and services closer to its customers.

Speaking during the launch, Simba Corporation Chief Executive Officer, Adil Popat reiterated that this is one of the initiatives aimed at appreciating their loyal customers who have been instrumental in driving the growth of the company.

"Today's event is in response to regular feedback from our customers and clients who continue to guide the way we offer our parts and services to them. It is always our pride when we receive feedback from our customers and implement the same. With this offering, all our customers shall be able to have unlimited access to our parts and services in very convenient locations", Popat said.



On his part, AutoXpress Managing Director, Sandeep Shah noted that Simba Corporation customers will be able to access minor and medium express service in line with Simba Corporation's after sale procedures and standards.

"This partnership is a culmination of a business relationship which began *over 15 years ago*, and today it has matured into a two way relationship that will benefit both Simba Corporation and AutoXpress customers." said Mr. Shah.

He went on to say, "In the next 2 years, as we look to roll out this partnership in over 30 service and fitment centres countrywide, our customers will continue to experience an ever-growing range of products and services including new and retreaded tyres, wheels, batteries, shock absorbers, coil springs, lubricants, car accessories, computerized vehicle diagnostics, wheel alignment and wheel balancing".

Simba Corporation continues to gain its foothold across the country through strategic partnerships and its commitment to provide genuine parts to its clients. Going forward, the firm seeks to enhance this proposition as it continues to reposition itself in the market as a leader in the supplier of vehicles and parts.

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ABOUT SIMBA CORPORATION

Simba Corporation (SIMBA CORP) is, a leading regional corporation with diversified interests in automotive and power distribution, services and solutions, as well as in real estate and hospitality. Founded in 1948 by the late Mr Abdul Karim Popat as a modest used-car selling enterprise, the company is headquartered in Nairobi, Kenya and has grown to a large integrated multi-sector business group representing international brands and franchises such as Mitsubishi, FUSO, BMW, Mahindra, Renault, AVIS, SAME tractors and AKSA generators. Simba's hospitality properties include the Olare Mara and Villa Rosa managed by world leading hoteliers, Kempinski and Acacia Premier Kisumu.

ABOUT AUTOXPRESS LTD

***AutoXpress Ltd** is a market leader in the sale and fitment of auto parts and accessories and servicing of vehicles in East Africa with a network of 29 branches across Kenya, Rwanda and Tanzania. It represents some of the best-known global brands in the automotive sector ranging from Pirelli and Dunlop in the tyre sector and Bosch in the service parts sector.*

AutoXpress offers fast, efficient and truly superior service with an identifiable difference ensuring the best customer experience. With the widest product range and the largest stock in the region, we cater to retail customers, resellers, garages, and corporate fleet operators.

Your ultimate car doctor!

Products and Services

- Tyres
- Wheels
- Batteries
- Shock Absorbers
- Coil Springs
- Lubricants
- Accessories
- Car Service
- Diagnosis
- Brakes
- Wheel Alignment
- Wheel Balancing