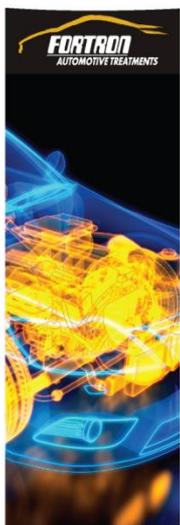




## COMPANY PROFILE



# COMPANY PROFILE



## **THE AUTOMOTIVE GROUP PTY LTD**

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Moorebank. New South Wales. 2170  
Telephone: +61 2 9732 5400  
Facsimile: +61 2 9732 5430  
www.theautogroup.com.au

### **Directors and Management:**

- **Managing Director:** Michael Petersen
- **Marketing Manager:** Daryn Carmichael
- **Founding Director:** Brad Garnham
- **Operations Manager:** Kim O'Connor

**Primary Business:** The importation, manufacture and wholesale distribution of automotive after sales products to the automotive industry throughout Australia.

### **BUSINESS PROFILE**

#### **Service Products: -**

TAG is an established market leader in the distribution of automotive treatments and service related products on the eastern states of Australia. Our prime market is franchised motor dealers and automotive workshops. For the dealer market segment, TAG operates an in-house dealer telesales program that has greatly assisted both TAG's sales and those of the dealers participating in this program. TAG continues to introduce new products and quality brands to expand this service products market.

#### **Lubricants: -**

TAG's focus in the lubricants market has been to establish a niche that enables it to maximize the quality advantage they have with Repsol lubricants. TAG assists both motor dealers and independent workshops in educating their customers in the advantages of premium lubrication. Further, TAG has recently moved into online trading to better allow the Australia wide distribution of this international world class brand.

#### **After Sales: -**

TAG has recently entered the after sales vehicle protection market. This well established market has largely focused on intense marketing, though low quality products. TAG distributes a range of products that meet our company vision, that of supplying products of the highest quality.

#### **Customer Retention Programs:-**

TAG has a number of customer retention programs for the motor dealer market. Many include products that TAG distributes, which are then supported by TAG developed systems and services.



# COMPANY PROFILE



## TAG HISTORY

The Automotive Group Pty Ltd (TAG) was incorporated in 1990 as the exclusive distributor to the motor industry for the Fortron Automotive Group in New South Wales and the ACT.

TAG developed an innovative marketing campaign for the distribution of Fortron products which included developing a strategy that focused on the benefits of quality products and superior service. In a very short period of time, this plan helped TAG become a market leader in the automotive treatment market. As a result of this growth, Fortron then expanded TAG's exclusive distribution territory to include Queensland.

TAG's marketing strategy of focusing on product quality was proving successful; therefore TAG developed its own line of premium quality automotive service products to supplement the Fortron range. With the successful promotion of both these quality brands, TAG grew its client base to the point where they became the preferred supplier of automotive service products and treatments for hundreds of franchised motor dealers, including some of Australia's largest dealer groups, and thousands of automotive workshops.

In 1993 TAG, in its push for excellence, identified a need in the motor dealer market; to assist dealers with CSI and client retention. So as a separate component to TAG, Exact Management Pty Ltd was incorporated to operate as administrators of in-house motor dealer warranty programs to provide dealers with products and services that would build genuine customer loyalty. Exact's distinct programs delivered excellent results to their dealer clients, so that their client base grew to such a level that in 1999 the newly incorporated Fortron Insurance Group, invited them to become sales agents for their suite of retail insurance products. By means of their broad client base, Exact quickly became Fortron Insurance Group's largest insurance distribution agent, predominantly in the franchised motor dealer market.

TAG continued to look for premium brands and products that would fit their vision, so late 1998 marked a milestone in TAG's success when it was appointed the official Australian importer and distributor for the Spanish industrial giant Repsol. Though the automotive lubricants market was fully developed and with strongly entrenched players, TAG developed a unique marketing program that helped it achieve good market penetration. By utilizing existing B2B relationships and developing a comprehensive after sales training program, TAG was able to work with their dealer clients to assist them in upgrading their service clients to TAG's Repsol premium lubricants. This innovative approach has generated excellent market penetration for TAG, particularly in the franchised motor dealer market segment.

TAG's belief in excellence of service and its experience in the motor dealer market helped it identify another need that existed in dealer service departments; achieving greater customer satisfaction whilst at the same time increasing sales. Therefore from 2003, TAG developed a dealer service program to assist motor dealers in customer service and telesales. The achievements of this service program grew this division to be one of the largest in the company which now employs upwards of 50 staff that are placed in motor dealerships across the eastern states of Australia.

TAG's mission remains focused around the qualities of excellence, integrity and innovation, and this focus includes the brands that TAG represents, such as: Aero-Shine, Avea, Diamon-Fusion, GardX, Inox, Purigen98, Reinol and others.

TAG has an enviable history of success, however it continues to look towards the future. TAG believes that the products and services of the future need to be innovative, technologically advanced, be environmentally sound and of the highest quality. TAG will continue to develop products and services of this type or source brands that meet this vision, then synergize them with TAG's innovative marketing and together, move into the future.



# COMPANY PROFILE



## TAG BRANDS

### Repsol

Repsol is a Spanish based international oil and gas company that currently operates in more than 30 countries across the globe. With the bulk of its assets located in Spain and South America, Repsol is the 15th largest petroleum refining company in the world, (according to the Fortune Global 500 list) is a major producer of LNG in South America and employs over 40,000 people worldwide.



The Repsol brand is synonymous with quality, particularly because of its long association with the pinnacles of motorsport such as: MotoGP, Formula 1 and Dakar.



### Avea Insurance

AVEA Insurance Limited has been associated with the motor industry for over 30 years and is proud to be a wholly-owned Australian Company.

AVEA is operated by a team of dedicated professionals ranging from their Officers Of Directors to the sales, administration and claims teams. Avea is content in the belief that it provides second to none service and experience in the insurance industry.

### GardX

GardX manufacture a range of innovative products which are approved by motor manufacturers and used by motor dealers worldwide. GardX have an unrivalled reputation for providing world class products with world class customer service and technical support. All GardX products are manufactured under a quality management system accredited to ISO9001 and comply fully with COSHH regulations. GardX distributes to Europe, Asia, the Middle East and Australia.



### Fortron Automotive Treatments

Fortron Automotive Treatments offer a range of specialised products, designed specifically for the automotive industry. Fortron's ongoing commitment to research and development has allowed it to diversify into other products and services and to continually evolve to meet market, environmental and safety demands. Today, Fortron distributes throughout Australia and exports to 14 countries including the Asia-Pacific region, Europe, Africa and the Middle East.



### TAG's Other Brands

Aero-shine, Diamon-Fusion, Exact Management, Inox, PurigenN98 and Reinol.

