

**Motorservice customers in focus:**

**Optimism in Croatia**

**Tokić**



**TOKIĆ**  
Sigurnost u pokretu

# Reliability, competence, integrity

**It all began in 1990, in an area of only 35 m<sup>2</sup>, when the brothers Ilija and Stojan Tokić opened their first shop for car spare parts in Zagreb. Today, the family-owned company is a major player in the region with more than 100 outlets in Croatia and neighbouring Bosnia-Herzegovina. To some extent the company owes its rapid growth to the increased standard of living in Croatia: the car market is booming and customers are demanding quality products at fair prices. That is precisely why Tokić relies on Motorservice as a strong partner.**

Ten years after it was founded, Tokić d.o.o. already had ten retail outlets in Zagreb. But that was only the beginning. The company has steadily continued to expand, now extending beyond the national borders into neighbouring countries, although it remains the property of the two founders. Since March 2015, Ivan Gadže is Managing Director of the company. Its current range includes over 170,000 articles for all kinds of passenger cars and light utility vehicles. In 2015, more than 330 employees generated revenues of around 54 million Euros. "In spite of the crisis of the last six years there is a spirit of optimism in Croatia, and this also affects the market for motor vehicles," says Ilija Tokić. "The average age of a vehicle is now thirteen years, and the number of repairs has increased significantly. Unlike previously, Croatians have become more demanding and now demand high quality products to full Western standards." The brothers Tokić long ago recognized this trend and for years have been primarily trading with original spare parts, which in 2004 made up 80% of the company's imports.



Currently the family-owned Tokić enterprise offers more than 170,000 products for passenger cars and light utility vehicles.



# In Motorservice we have a reliable partner.

## Only the best will do

Together with its franchise partners, Tokić is the largest auto parts chain in Croatia. The company stands for quality and long-term customer satisfaction. “And that is why Motorservice is a perfect partner for us. Their products’ quality and reliability convinced us from the very beginning,” so Stojan Tokić explains the long-standing business relationship. As industry leader, the company is also aware of its social responsibility and pursues a clear goal, namely to make Croatian roads as safe as possible. “One important prerequisite for this is an uninterrupted supply of genuine high-quality original parts at fair prices for repair shops and end customers,” says Ilija Tokić. For this reason the company’s extensive branch network sells a wide range of products that are always available. “Our customers are particularly keen on the brands Kolbenschmidt and Pierburg. We are very pleased to have a reliable partner in Motorservice who can guarantee the availability of parts”, says Ilija Tokić. To ensure that distribution also works well over the last few kilometres to the end customer, last year Tokić opened a new



The Croatian State President Kolinda Grabar-Kitarović together with the brothers Stojan and Ilija Tokić, Ivan Gadže and Ivan Beljanom.

logistics centre with a storage area of 20,000 m<sup>2</sup> in the district of Sesvete.

## Presidential visit

The company views the future optimistically and intends to continue to expand. Its good cooperation with franchisees in Croatia and Bosnia-Herzegovina will also be further expanded and consolidated. In 2015 Tokić celebrated its 25<sup>th</sup> anniversary with an exhibition in the new logistics centre which also included a number of innovative new products from Motorservice. Around 6,000 people visited the exhibition, including the Croatian State President Kolinda Grabar-Kitarović, who then remained for photos

with the company’s two founders and employees. The anniversary celebration was rounded off by an expert discussion on future topics of relevance to the automotive industry, such as e-mobility and driverless cars, followed by a colourful evening program featuring well-known Croatian artists and musicians, all of which made it clear that the story of Tokić’s impressive growth is far from over.



In 2015 the company celebrated its 25<sup>th</sup> anniversary at its newly built sales and logistics centre in Sesvete.

A map of Europe with the country of Croatia highlighted in a dark blue color. A dark blue speech bubble points to Croatia with the text 'Technical expertise in Croatia is growing.'

Technical expertise in  
Croatia is growing.

## Service and Know-how

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Customers' needs play a major role at Tokić. Between 2002 and 2004 the company invested heavily in developing services and information technologies. Today, Tokić has its own IT support and an ordering system for express deliveries of urgently needed parts. Since 2015, there has also been a customer loyalty scheme, namely the "Tokić Card". Among other things, efficient operation of the company's numerous business processes is guaranteed by world-leading Tecdoc software. "This confirms that Tokić stands for quality, reliability, expertise and integrity," says Stojan Tokić. Together with Motorservice the company is also

keen to encourage local professionals: the two partners regularly organise seminars and training courses in the company's own training centre, where employees from Tokić and its franchise partners in Croatia and Bosnia-Herzegovina can attend a variety of training courses. "Our well-functioning training cooperation ensures that we maintain our employees' high standard of technical knowledge while contributing to the growth of technical know-how in the region," says Ilija Tokić.

