

Motorservice customers in focus:

New interesting technologies for Africa

Wilex E.A. Limited, Kenya



OE quality at moderate prices



Willex E.A. has maintained a long-standing partnership with Motorservice. The company is currently the largest spare parts dealer for OEM parts in East Africa.



The market for passenger car and truck spare parts in East Africa is a challenging one. Local dealers are not only fighting to survive amongst the competition, but the trade in spare parts is also considerably influenced by the country's current political situation, economic stability and black market. Al-Fayaz Sunderji and Jan Wilken know a thing or two about this. They are in charge of Willex GmbH, founded in 1980 and based in Bad Salzflufen, as well as Willex E.A. Limited in Kenya's Nairobi. They sell mostly OE-standard spare parts for commercial vehicles in a number of East African countries: "Of course, there are also Chinese and Turkish producers with spare parts to offer, who are pushing the prices down," says Al-Fayaz Sunderji, East African Sales Manager, explaining the market situation. "The origin

of many genuine parts is also unknown, and these parts bypass the taxes and duties when entering the country. This is having a serious impact on the market."

Despite this, Willex E.A. Limited has managed to become the largest spare parts dealer for OEM parts in East Africa, due largely to its well-thought out strategy: "Our greatest strength is personal service," explains Jan Wilken, Managing Director of Willex GmbH. "We don't just import quality spare parts from Germany. Our 15 employees in East Africa are personally committed to meeting customer requirements, dealing with queries on a daily basis and thus delivering a decisive edge over the competition." And the concept works. Willex E.A. Limited is already active

well beyond the Kenyan borders: The company sells branded spare parts in Uganda, Tanzania, Zambia, Rwanda, the Congo and Ethiopia, while relying on professional suppliers such as Motorservice.

Close collaboration

Motorservice is also aware of East Africa's unique selling point "service": Yaser Eissa, Area Sales Manager Africa at Motorservice, explains: "Like Willex E.A., we want to contribute to a professional development of the East African market. That is why we decided to organise joint training courses in Kenya." Motorservice joined forces with Willex in March 2017 to organise sales training with more than 80 transport companies, shop owners and car mechanics in Mombasa and Nairobi. These courses clarified the

We are extremely grateful for the wonderful partnership

current situation on the parts market and highlighted the joint strategy with its focus on quality. “Many participants want to know how to pick the counterfeit products from the genuine parts,” explains Eissa. “Motorservice has six established security features that products must meet, thus providing customers with the necessary reassurance – the best foundation for long-standing and loyal customer relationships.” Sunderji confirms this: “We are extremely grateful for this wonderful partnership. Motorservice

supports our approach to an individual customer service, down to the last detail. With the joint training, our long-term partnership

“Many participants want to know how to pick the counterfeit products from the genuine parts”

Yaser Eissa, Area Sales Manager Africa, Motorservice

is once again helping further develop the company.” The training participants also recognised the additional benefit to a business relationship with Motorservice: 100 years of experience, products in OE quality at competitive prices and sophisticated customer service are convincing arguments for switching to Kolbenschmidt products from Motorservice.

An optimistic future

Leaving aside the numerous competitors, Wilex E.A. Limited continues to feel the effects of the country’s political and economic instability. Even though Kenya has comparably strong productivity and purchasing power, upcoming elections or the sudden closures of large banks, for example, are unsettling customers. This is resulting in some serious currency devaluation and thus lower sales – also on the aftermarket. Sunderji and Wilken are staying optimistic, however: “Kenya boasts excellent potential for market development in the long term.” The direction has already been decided, in any case. Wilex E.A. Limited also sees the biggest opportunities in professional service and know-how. And as an increasing number of European brands enter the markets with new technologies over the coming years, they want to and will be prepared.

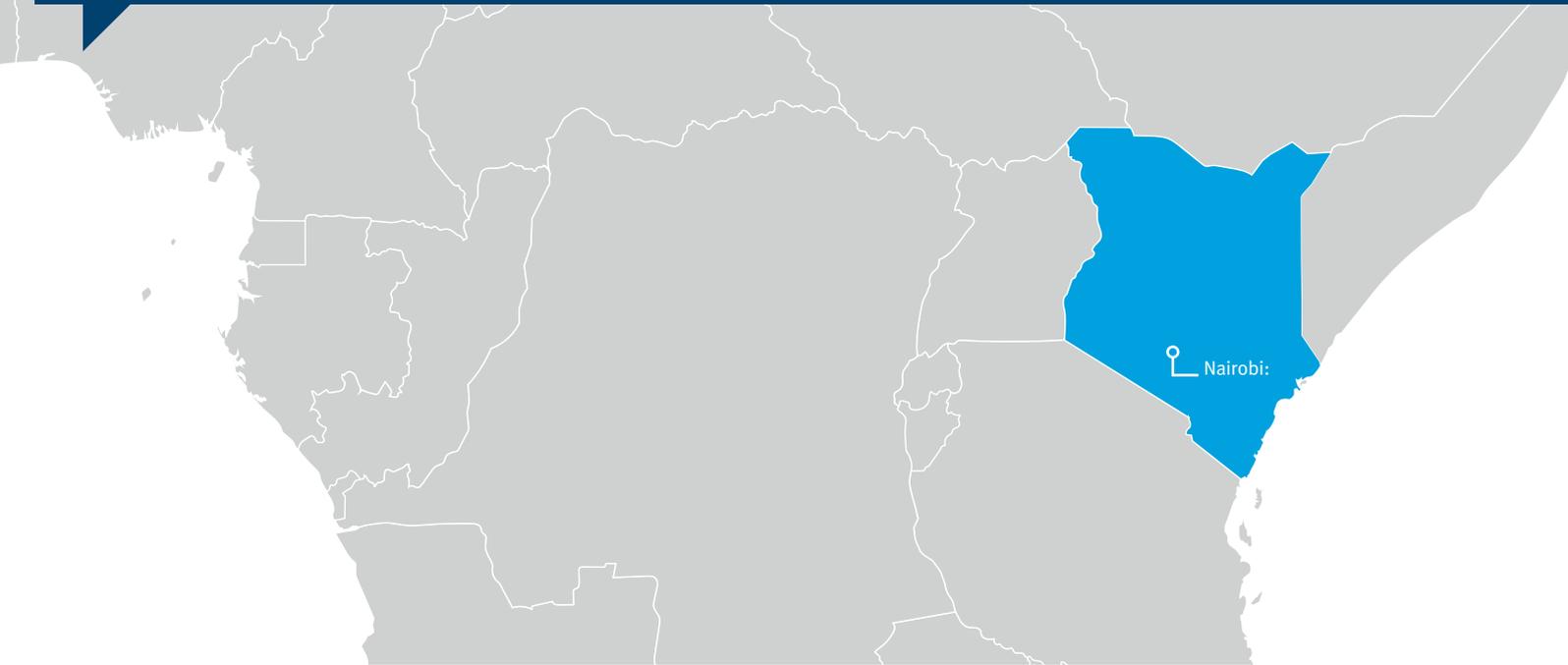
Mombasa: With joint product training, Wilex and Motorservice are maintaining good business relationships locally.



Nairobi: Transport companies, shop owners and mechanics attend the quality training courses from Wilex and Motorservice.



In the long-term, Kenya offers superb opportunities for market development



Kenya: Strongest economy in East Africa

The East African country at the Indian Ocean is presented as a paradise of wild game and unique landscape, with dry savannah, green plains, tropical rainforests, volcanic cones and white palm beaches. Covering an area of approx. 582,000 km², the country is slightly bigger than France. Around 40 different ethnic groups, comprising a population of approx. 47 million people, represent the country's cultural

diversity and religious variety. Once an exotic destination for adventure-seekers and globetrotters, Kenya is now one of the most popular tourist destinations in the world. In addition to tourism, Kenya's economy relies on the export of coffee and tea, on mechanical engineering and vehicle manufacturing, as well as the textile and flower industry.

