

Top in Down Under

hsy autoparts



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4 km





South Yarra Autoparts, founded in 1963 as a repair shop for snowmobiles, gradually developed into an import company for engine parts. Since the mid-1970s, South Yarra Autoparts has cooperated with Hanvic Automotive Imports. In the late 1990s, this was followed by a complete merger, forming Hanvic South Yarra Autoparts – from 2002 known as hsy autoparts. Today, the company has grown to become Australia's largest independent importer and distributor of European automotive spare parts. Thanks to its dense sales network with twelve branch offices, hsy can now offer around 10,000 different articles and cover the whole of Australia. The company is characterised by its open communication culture and highly qualified employees, who can offer their customers both well-founded expert knowledge and an unparalleled service philosophy.

Advantage employees

If you talk to hsy autoparts' two directors Sidney Tworowsky and Mark Micic about their company, a number of things become clear: they have very specific ideas about business relations – to maximise short-term profits? Wrong! Long-term business relationships, characterised by respect, honesty and integrity, is their maxim. With this philosophy they are purposefully rising above their competitors. And successfully: hsy is Australia's leading specialist for spare parts for European vehicles. As Mr. Tworowsky explains, their successful formula is their own employees: "Our employees have all fully internalised our philosophy. We do attach great importance to this. We are not interested in short-term sales cycles. We are rather striving for good long-term business relationships. For this, we need competent and trustworthy employees who will give our customers advice and support that is genuinely in their own interests." Those customers are primarily independent workshops.



MOTORSERVICE
RHEINMETALL AUTOMOTIVE

Motorservice views us as a partner – these are ideal conditions

Listen and participate

In order to be fully up-to-date on newly introduced state-of-the-art products, hsy also maintains close interaction with partners from the automotive industry. For example, the spare parts dealer makes use of MS Motorservice International's range of practical product-specific training courses for its brands Kolbenschmidt and Pierburg. "Motorservice is a classic example of good cooperation. As well as training courses, they also provide us with a wealth of technical information and instructions. And we pass this know-how on to our customers. This illustrates how we all benefit from each other," says Mr. Tworowsky, delighted with the well-functioning knowledge transfer. Note that this transfer does not go in only one direction: hsy values a genuinely interactive exchange with its partners. This is why the company, has introduced a so-called "steering committee", a discussion platform where customers and representatives of hsy and industry meet once a quarter to discuss new developments and current needs. These meetings employ a lively feedback culture that enables customers to describe their impressions of hsy and its suppliers' products, performance and strategy. Everyone involved agrees that this "steering committee" is a productive and really valuable institution. The committee's composition is also well thought-out: five customers, one from each of the federal Australian states to represent the customers' point of view, permanent contacts from hsy, and to complete the expert panel, selected representatives from industry as appropriate for current issues.

Well-tailored solutions

Close dialogue and customers with a consistently high level of qualification are important elements of a functioning business relationship for hsy – plus an extensive and market-oriented product portfolio and straightforward and speedy sales channels. For example, hsy offers the full range of OEM parts and spare parts for European vehicles. The online shop “myhsy”, which was developed especially for customers, also provides an uncomplicated ordering process for any desired parts. Over the last five years, Mr. Tworowsky and Mr. Micic have also seen increased demand for components relating to diesel and exhaust gas purification. They promptly adjusted their portfolio to suit their customers’ needs.



Growing market

**“We will continue to rely
on good business relationships rather than
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Australia’s passenger car population is currently dominated to around 85% by regional and Asian brands, with only about 15% coming from Europe. But Australia’s automotive sector is changing. Mr. Tworowsky and Mr. Micic observe a sharp reduction in Australian vehicles. In five years they expect to see European brands covering around 25% of the market.

They also observe more and more corporate fusions, leading to heightened competition and all its typical concomitants, such as price wars. This is a development that they view critically. In future they would like to rise above the competition by virtue of their quality and service: “We will continue to rely on good business relationships rather than simply concentrate on selling spare parts. For this, we need partners such as Motorservice, with whom we already share the same goals and standards. In the same way that we see our

customers as partners, Motorservice views us as a partner – these are ideal conditions for us both to expand in the Australian market.” Sidney Tworowsky sees equally positive future prospects for his company and all its partners and customers – a genuine win-win-win situation.

