



Inchcape

Inchcape Pioneering Spirit

Press Release

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A “Pioneering Spirit” Serves as the Cornerstone for the Global Automotive Group - Inchcape’s New Book Recounts Its Remarkable 170-Year Journey

As a renowned global automotive distribution and retail group, Inchcape plc is active in 26 markets throughout the world, 21 of which are in the fast-growing economies of Asia-Pacific and the emerging markets. Throughout its 170-year history, Inchcape has experienced a remarkable journey, boldly facing challenges and seeking prudent business opportunities. This is the impressive cumulative result of all the outstanding “Inchcapers” who have demonstrated their unique “Pioneering Spirit” and provided a unique customer focus for over two centuries.

As a way of paying homage to the Group’s success based on this “Pioneering Spirit”, Inchcape held the “Inchcape Pioneering Spirit Cocktail Reception” at the British Consulate-General Hong Kong today. Mr. André Lacroix, Group Chief Executive of Inchcape plc flew in from London to attend this special event and was joined by Mr. Paul Lynch, Deputy Head of Mission, Director of Trade & Investment, Regional Director for Investment, British Consulate-General Hong Kong.

Following Mr. Lynch’s address, Mr. Lacroix gave a moving speech at the event by referencing a new book celebrating the company’s 170 year history. “Pioneering Spirit: The Inchcape Story” celebrates the energy, foresight and business acumen that built Inchcape into a global force in international commerce and it salutes the special qualities of Inchcape people who have carried the company through many mighty challenges into the 21st century – and towards an exciting future. Hundreds of guests and media members were on hand to witness this “Pioneering Spirit” event that also did so much to inspire all dedicated “Inchcapers”.

Inchcape’s corporate heritage dates back to the 19th century and can be traced back to adventurous Scottish pioneering merchants trading across the oceans, and creating new trade routes through Asia, the Middle East, Africa, Australia and New Zealand. These pioneers built a global trading conglomerate, named after the famous Scottish lighthouse – The Inchcape Rock Lighthouse, which stands as one of the seven wonders of the industrial world. The founders of Inchcape, deeply affected by the construction of this majestic lighthouse, summoned up their own “Pioneering Spirit” and went forth with a deep seated belief, courage, determination and sense of teamwork to extend this philosophy to every corner of the world. This was the foundation for today’s Inchcape global development.



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Building on 170 years of achievement, Inchcape is now the industry leader, focused on the marketing, branding and retailing of high-end automobiles. Armed with pragmatic flexibility and an innovative business model, Inchcape has long enjoyed impressive business development within the highly competitive automotive market.

Today under the strong leadership of Mr. André Lacroix, as Group Chief Executive, Inchcape's pioneering spirit has been revitalized. To meet the requirements of today's sales and business environment, the Group has established a "Customer 1st Strategy" to deliver its core purpose to "create the ultimate customer experience for its brand partners". Mr. Lacroix reiterates that its "Customer 1st Strategy" is a true differentiator for Inchcape, and he said, "We believe that superior customer service strengthens our business performance. The experience we provide to our customers helps us to continue to grow our market share in car markets around the world and to retain those customers both for the servicing of their vehicles and to sell them their next one." The following simple example fully explains Inchcape's "Customer 1st Strategy" on a daily operational basis:

Mr Lacroix said that he had heard a story just this week of a customer who visited one of our showrooms here in Hong Kong who wanted to test drive both a Camry and a Prius, one immediately after the other, so that he could compare the two models.

Unfortunately, both demonstrator vehicles were already out on the road being test driven and Inchcape's sales executive was extremely worried that the customer might think that the company was reluctant to make the arrangement.

The sales executive informed his General Manager who promptly arranged to send the customer a Camry, a Prius and a Lexus IS250 with 2 drivers standing by at his residence, so that he could have a full test drive experience at leisure from his home. The gentleman, of course, was delighted and subsequently purchased a Camry.

There is no doubt that the exceptional efforts on the part of "Inchcapers" have greatly contributed to the proud business achievements the company enjoys today. With the publication of "Pioneering Spirit: The Inchcape Story", all 14,000 Inchcape employees will gain a deeper understanding of the Group's developmental heritage. It will also help the company to achieve its goal of providing a superior customer experience everyday, every time, everywhere, while reinforcing the "Always Ahead" philosophy that has become Inchcape's driving force.

Inchcape Hong Kong & Macau includes:

Crown Motors Ltd
Mazda Motors (HK) Ltd
Inchcape Motors Ltd – Jaguar HK
Yat Fung Motors Ltd (Macau)



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Photo Caption:



Mr. André Lacroix, Group Chief Executive of Inchcape plc flew in from London to attend the “Inchcape Pioneering Spirit Cocktail Reception” and gave a speech.



Mr. André Lacroix shared the book, “Pioneering Spirit: The Inchcape Story”, with hundreds of guests and media members to witness together the heritage of 170-year history and the “Pioneering Spirit”.