

PICTORIAL



LAUNCH: Car & General CEO, Vijay Gidoomal (L) shakes hands with Colonel Olwende (R) of Kenya Defence Forces during the launch of Cummins 550 KVA generators series. The diesel generators are fuel efficient and come with remote monitoring allowing one to operate the unit from a different location.



NEW DEALER: Thomas Lesatin (left), Chairman of the Umbrella of Capital City Bodaboda Association, Deepika Lalit (second left), Sole Trader at Premier Trading, George Rubiri (second right), Assistant General Manager Consumer products at Car & General and Luke Owino (right), Treasurer of the Umbrella of Capital City Bodaboda Association during a ribbon cutting ceremony at the opening of a new TVS motorcycles dealership at Premier Trading Limited in the CBD.



VISIT: David Chesoni (right) the Managing Director, Car & General (Trading) Limited meets R. Dilip (left) the Senior Vice President, International Business, TVS India when he visited Car & General.



TOYOTA FORKLIFT: David Chesoni (left), the Managing Director, Car & General (Trading) Limited and Joseph N g'ang'a (second right) the Toyota Business Manager meets with Hirotake Shinya (right) the Toyota Material Handling Group Regional Manager (Middle East and Africa) and Tomomasa Matsudaira (second left) the Manager Liaison Representative Office, Sumitomo Corporation, when they visited Car and General, the franchise holder for Toyota Forklifts in Kenya.

LUCKY WINNER: Charles Ndegwa (right), Branch Manager of Car & General hands a TVS Star HLX motorcycle to winners in the "Imarisha maisha a na Senator ushinde Pikipiki".



Power for better living

Our Vision

Make customers smile in every street, every town

Our Mission

To achieve leadership position in all our primary markets - power generation, automotive and engine-related products in East Africa.

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Editor

Ndakala R. Atanda

The Editorial Team wishes to encourage members of Car & General to send in their contributions for publication in the *Cargen Voice*. Make your voice heard!

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CargenVOICE

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> TIME TO HIT THE HIGH NOTE



As at the end of Q3, the Group has achieved the sales budget but is currently below budget in terms of earnings before interest and tax. This is largely due to below budget margins, particularly in Nairobi Trading, Toyota/Kubota and Doosan. However, as a positive we are seeing good growth across all business sectors. The stand out growth performers are C&G Mombasa and C&G Tanzania Teams. The leading scorecard performers are C&G Bungoma (94%) and Nakuru distribution (91%).

I am confident that we can make up the budget deficit in Q4 and therefore encourage all of us to embrace the best practices from these teams. In addition, as our way forward we must streamline operations internally and satisfy internal customers. Two major areas of focus are;

1) Efficient debtor collections – without predictable cash flows it is impossible to operate. We need to clear old debtors and make sure customers pay on time. Say NO to bad business!

2) Efficient logistics – without cash flow, we cannot deliver efficient logistics. Furthermore, without efficient processes, we will run out of stock. We must ensure stocks reach the right place at the right time. This will be the key to achieving targets.

3) In addition, we must live our values;

- - Making customers smile - both internal and external customers
- - Empowerment - being accountable and taking responsibility
- - Integrity - doing things right
- - Quality - both of our products and efficient service delivery
- - Innovation - adopting best practices to improve our process

Our organization makes a significant impact on thousands of lives – we have 140,000 TVS boda boda customers and 40,000 tuk tuk customers. This excludes mechanics and factories that rely on our various equipment. Our industry is the largest employer in Kenya. Failure to deliver on our promise = no money for our customers = no food for their families!

Each and every role is important and makes a difference, If we fail to deliver, We fail our Customers and fail Ourselves! By living our values, we will improve lives! Let's go for it in Q4 – Success is in our Hands!

Vijay Gidoomal

Chief Executive Officer

THE FIRST LINE



THE POWER OF COMMUNICATION

Dear Colleagues,

Welcome to the **Cargen Voice**. Today I would like to emphasize on the importance of effective communication for the organization.

As we are all aware, open and transparent communication is one of our key strategic disciplines at Car & General. We strive to keep clear, consistent and timely channels of information flow in order to institutionalize our corporate culture - the **Cargen Way!**

Going forward, we encourage all members to feel free to share any suggestions and concerns that will improve the Group standing. We will be unveiling channels through which your voice will be heard as we believe this will make Caar & General a good place to work.

Happy reading!

Raf,
Editor, CargenVoice.



R-SERIES COMPRESSORS: Donald Good (second left) the Ingersoll Rand Distribution Leader Africa-Compressed Air Technology Solution and Charles Ndegwa (second right) the Car and General Nairobi Branch Manager cut a ribbon to launch the Next Generation R-Series Ingersoll Rand Compressors at a well attended event held at the Tamarind Tree Hotel. Story page 7.

THE CARGEN PREMIER LEAGUE Q3

Organization	% Score	Code
TVS Distribution	91	
Trading - Nakuru	66	
Trading - Kisumu	61	
Tanzania Trading	59	
Uganda Trading	57	
Trading - Mombasa	53	
Engineering - Doosan	51	
Trading - Nairobi	51	
Engineering - Kubota/Toyota	42	
National Aftermarket	33	

Results for the Cargen Premier League Quarter 3 2018 are out! TVS Ditribution business is ahead of the pack of the senior league at 91 points followed by Nakuru Trading at 66. In the mini-league, Bungoma is leading at 94 points followed with Kisii at 78. As we move to the final leg, the race will only get tighter for the winner of this year’s league.

Business review is an important process for our growth since it highlights how we are performing and what we need to change to perform better. Congratulations TVS Distribution and Bungoma branch. Let’s aim higher as we move to close the year!

Organization	% Score	Code
C&G Bungoma	94	
C&G Kisii	78	
C&G Kitengela	73	
C&G Kitale	66	
C&G Eldoret	64	
C&G Malindi	55	
C&G Voi	50	
C&G Kericho	22	
C&G Siaya	22	



"FACEBOOK FRIENDS DON'T COUNT AS CREDIT REFERENCES."

> Inspiration from Hakeem

Teams are crucial because they combine the differing talents of different individuals, and they make the whole better than the part.

Nigerian tycoon Hakeem Belo-Osagie

TVS DEALERS IN NAIROBI, BOMET, MBALE,



Car & General has appointed Premier Trading Limited as the TVS motorcycles dealer in the Nairobi Central Business District. Optimus Equipment Limited has been chosen as the dealer in Bomet and Merlifting is responsible for sales and service in Mbale. The outlets have a showroom with a good selection of bikes, spare parts and service bay areas.

David Chesoni the Managing Director at Car & General said, “The appointment of the additional dealers is part of the company's programme to bring products nearer to the customers and meet the growing demand for TVS bikes.”

Deepika Lalit at Premier Trading said, “The joint venture will benefit existing and potential owners of TVS machines who use motorcycles for personal transportation, or carrying fare paying passengers.”

In the picture above, the Governor of Vihiga County, Hon. Wibur Otichilo tries a bike during the launch of Merlifting in Mbale town.

> C&G AND TVS IN WORLD CUP SCREENING

Car & General rolled out a new marketing campaign for the Kenyan market titled 'One People. One Africa'. The campaign, which ran across the World Cup 2018 season, was meant to celebrate Africa's love for football, which cuts across nationalities and diversity.

With a wide product portfolio and strong presence with over 70 dealers in Africa, Car & General is rolled out this integrated campaign to cater to the African football fan.

The campaign included a digital film, World Cup branding at dealerships and first-of-a-kind initiative – TVS Football Zones. These zones, set up exclusively for TVS motorcycle customers were present across several towns in Kenya – in Western, Nyanza, Rift Valley, Coast and Central region.

Commenting on this campaign, Mr. R. Dilip, Senior Vice President - International Business, TVS Motor Company said, “Africa is an important market for TVS Motor Company and we have widespread presence across the continent. We are proud to be the carrier of African football fans as it is our belief that TVS and football unite the diverse continent.”

Make Your Voice Heard, We Value Your Views

The next Car & General organization will be built around innovation and passion. Our people must live the Cargen Way by adhering to our values namely; Making customers smile, Empowerment, Integrity, Quality and Innovation.

We must also adhere to our key Strategic Pillars of achieving financial objectives, being the number one choice of customer, being a great place to work, being a regional organization and being a great corporate citizen.

These values must be engraved into our culture and expressed by all employees in a bold fashion. Help Car & General move to the next level by suggesting ways we can achieve our objectives.

We will reward winning views!Mail your views to ratanda@cargen.com.

Igersoll-Rand R- Series

Donald Good the Ingersoll Rand Distribution Leader Africa-Compressed air Technology Solution and Charles Ndegwa the Car & General Nairobi Branch Manager cut a ribbon to launch the Next Generation R-Series Ingersoll Rand compressors at a event held at the Tamarind Tree Hotel.

Vernon Reppert the Sales Leader and Specialist -Compressed air Technology Solution highlighted the features of the R-Series. These include a connectivity feature which allows for remote monitoring, easy to remove doors, optimized gear lubrication and oil injection process, reduced noise levels and floating coolers that allow for better cooling.

The Next Generation R-Series also features a new state of the art air-end. With more airflow for the same power input, the compressor requirements are smaller, reducing both investment costs and energy usage. The motor has been redesigned to extend the life of the machine while the V-shield technology allows for ease of repair and replacement of parts.

Charles emphasized the importance of quality service and genuine spares. Technology has evolved in the last few years and electronic systems in the compressor are more advanced. Diagnosis and repairs require highly specialized skills and an understanding of the entire machine and our technicians are trained to do this.



Cummins 500 KVA Series Launch
Cummins Car & General, the Cummins East Africa Joint Venture has unveiled QSX 15G8 engine diesel generators. The 500 KVA series generators boast of reduced noise levels and ability to self-synchronize.

What's more the sets have remote monitoring which can allow one to keep an eye on the performance of the generator from a different location.

Additionally, the joint venture delivers the best of both companies to customers through superior sales, service and support in East Africa.

Car & General has over 80 years of existence in East Africa while Cummins quality products have been around for a century remarked Mr. Balaji, the powergen director.

THE NEW APE CITY DLX



LEARNING TEAMWORK: On July 21, 2018, Car & general Mombasa held a team building activity at the C&G premises. The event was used to emphasize on the importance of team work and cohesion, emphasizing that all employees are equal contributors to the achievement of corporate goals. The day was fun-filled with food, music and games. congratulations Mombasa!



The Piaggio Romanza!

Car & General has launched a new carriage style Piaggio three wheeler called the Romanza which comes with a two year warranty. This four stroke 200cc petrol engine with an average fuel consumption of 30 kilometres per litre.

Joshua Maithya, a Car and General Sales Executive for Piaggio said, “There is a growing need for urban transport which is driven by the rapid expansion of cities and towns in the 47 counties. Three wheelers are gaining popularity as they are perceived to be safer than motorcycles.”

“The Piaggio Romanza features a drop top hood and coordinated half doors and is available in white, blue and red. Designed for a driver and two rear passengers, this open carriage style makes it a great option for couples wishing to enjoy the outdoors for picnics, or sight-seeing for short distances from towns and for movement between hotels at the coast.”

The Piaggio three wheelers are a popular mode of transport in many urban centres especially in Mombasa and Malindi. Because their running costs are low they are very economical as taxis. There are also van and pick-up models which are used for delivery work, courier services, laundry and fast food operations.

UPCOMING EVENTS TO WATCH

Kamili Safari Challenge - September 8-9
Naivasha Horticultural Fare - September 21-22
Concours d’Elegance - September 30.

A CHAT WITH THE CEO

VIJAY GIDOOMAL

As CEO managing relationships, be it with investors, customers or employees is key. I also work with the team so that strategy is executed successfully.



Kindly tell us about Car & General. (Outlining the vision & mission).
Car & General was established in 1936 and was quoted on the NSE in 1950. We cre-structured in 1996 and 1997 and we are now behind a wide range of renowned engineering and automotive products in East Africa . C&G is headquartered in Nairobi with branches in Mombasa, Nakuru, Kisumu, Kitengela, Malindi, Kisii, Siaya, Kitale, Voi, Kericho, Eldoret, Bungoma, Malindi and Siaya. We are also in Uganda, Tanzania and Rwanda. Our vision is to make customers smile in every street, every town. Our mission is to achieve leadership position in power generation, automotive and engine- related products in East Africa. We want to number one in all core markets.

What's your pitch to the most talented job seekers who might be interested to join Car & General?
We are an equal opportunity employer seeking to hire the best in the market with a trainable attitude and disciplined thought. We love people who have self-drive, innovative minds, team players and with ability to work with minimum supervision. Our management trainee program has seen good people develop through the organization. We have also developed core values that our people practice consistently to make Car & General stand out. These are; making customers smile (in every street in every town), quality (products, processes and people), integrity (doing the right thing every minute, every day), innovation (maximizing output at minimum cost) and empowerment (taking responsibility).

What effective strategies have you implemented to ensure Car & General achieves success?
We strive to keep customers happy in every street, every town, our products portfolio boasts of the best brands in the world and have the best people managing the business. We believe that to achieve our corporate obligations, we must have disciplined people, disciplined thought, disciplined communication, disciplined action and disciplined performance!

Corporate culture is one of the critical aspects of a company that attracts and makes employees stay. How would you describe Car & General's corporate culture?
Our open door policy and empowering of employees to make the right decisions. We want to be the best place to work. We know open and transparent communication impacts on corporate culture. We strive to be clear and respectful, timely every time. Communication is two-way! We encourage members to share their views freely.

You believe in initiatives of touching people’s lives, tell us about your corporate social responsibility program.
The engine donation program has benefitted over 50 technical institutions and universities. The eye care program has helped the needy in society get proper medical attention by subsidizing the cost of medication and glasses.

For the benefit of those wondering what it would be like to be a C.E.O, can you describe a typical day in your working life?
What is your greatest achievement at C&G?
As CEO managing relationships, be it with investors, customers or employees is key. I also work with the team so that strategy is executed successfully. A successful CEO must be on top of every aspect of the business from sales, finance, marketing and legal, among others. Being in charge of corporate culture means that the organization is a reflection of its leader. I also spend time seeking new partnerships and investment opportunities. The 50 : 50 joint venture between Car & General Limited and Cummins. Operations for this Company began in April 2017.Car & General was first appointed as an approved Cummins distributor of Power Generation products in 2006. We also pioneered in the two wheeler and three wheeler business that transformed transport in this region.

CUMMINS C&G'S DATE FOR BLOOD DONATION



Cummins Car & General in conjunction with National Blood Transfusion Kenya conducted a blood donation drive for members of staff. Thank you for understanding that giving blood is saving lives!

MOMBASA HOSTS CAP-YEI STUDENTS



Car & General Mombasa hosted 20 mechanical and electrical engineering students for training tour on July 27, 2018. CAP Youth Empowerment Institute is a registered nonprofit organization based in Nairobi with 26 branches country-wide.

CAP-YEI's programs are based on the Basic Employability Skills Training (BEST) model. This is designed to help needy youths develop labour market employability skills, access placements to the job market and make informed self-growth decisions. The trainees covered both sales and technical aspects apart from familiarization with our range of products. We will continue working with organizations that encourage self reliance. Apart from giving exposure to our products, the students were told on how they can use our products for self-employment - bikes, three wheelers and parts offer big opportunities!



AN MOU WITH BODABODA ASSOCIATION

Car & General Trading Limited has signed a Memorandum of Understanding with Boda Boda Safety Association of Kenya (BAK) to promote safety. The agreement which was signed by David Chesoni, the Managing Director of Car & General and Kevin Mubadi, the National Chairman of Boda Boda Safety Association of Kenya (BAK) covers discounts, organizing road safety awareness forums and holding technical training for BAK members buying TVS motorcycles.

Speaking at the function David Chesoni said, "The partnership will help boda boda riders to appreciate the value of their bikes, grow their businesses and think about buying Piaggio three wheelers (tuk tuks). Car and General will support them with after sales service and an extensive stock of genuine spares."

Kevin Mubadi, the BAK National Chairman, said, "Partnership is the best way to go and we thank the management of Car and General for the MOU which we have signed today. This will go a long way in helping youths to buy TVS bikes and be aware of their own safety and that of their customers as they go about their boda boda journeys."

ON TOUR WITH ERICK OMONDI



Erick Omondi and Car & General MD, David Chesoni share a light moment after signing a partnership agreement for TVS motorbikes promotion. The popular comedian will promote the TVS brand across the country during Untamed stadium tours.

CARGEN SPONSORS FATHER AND SON GOLF



Watches over the years have evolved with advancement in technology giving buyers an ever expanding choice. Garmin wrist watches are purpose built for sports, or outdoor use.

The sport version comes with more than 15 preloaded GPS and indoor sports apps, including yoga, running and swimming. Other features include a compass, altimeter and thermometer. These apply to both indoor and outdoor activities. It also has a battery life for up to seven days in smartwatch mode and 13 hours in GPS mode

Charles Ndegwa, the Car & General Nairobi Branch Manager said, "A Garmin sports watch blends in as an accessory which supports a sport culture and healthy eating habits. The watch has a fitness monitoring tool that enables you to set achievable goals for example to take a number of steps each day and track your progress. To make it fun groups can be formed to motivate participants to attain goals."

"The watch can be synchronised with the user's smart phone through which applications are downloaded. Having paired the two, alerts for incoming calls, texts, emails, calendar items and notifications from social media are displayed, or a gently vibration is felt. You can also listen to music through your music player." Above, a winner receives a Garmin Approach S3 Golfing watch from Car & General's CEO Vijay Gidoomal after the Father and Son Golf Tournament sponsored by Car & General.



Cummins Car & General, living its value of striving to improve communities had its tree planting day. Cummins Believes in a cleaner, healthier and safer environment.