

Our Mission is to be the leading organization for power generation, automotive and engine related products in East Africa.

The Staff Newsletter of the Car & General Group

# Cargen Times

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## This Quarter's Highlight

## HIGHLIGHTS ...

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Editor:

Ndakala R. Atanda

Comment from the Editor

### The First Line...

Much has been said about the current global financial crisis and its impact on economies in various countries. Local businesses are already experiencing problems associated with this crisis. Remember the post election violence in Kenya early in the year? We need to put measures in place to ensure Car & General as a Group remains sustainable in such events. Lastly, Merry Christmas and happy New Year! [ratanda@cargen.com](mailto:ratanda@cargen.com)

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## C&G INTRODUCES PIAGGIO FOUR-WHEELER PICK UP

Car and General has added a four wheel pick-up to the range of its Piaggio vehicles for the Kenya market. This is a low cost sub-one ton vehicle powered by a 500cc rear-mounted diesel engine. The new model supplements the range of three wheeler van, pick-up and passenger vehicles.

Joseph Ng'ang'a, the Piaggio Sales Manager, said, "The Piaggio four wheeler is already attracting strong interest from cargo handling organisations, building contractors, farmers and small scale businesses. The vehicle is ideal for short haul delivery work and is far more economical to operate than the majority of pick-ups which are powered by engines with a capacity of at least two litres."

"Farmers and transporters who have to cope with rough un-surfaced roads like the high ground clearance. The side and rear panels of the pick-up body can be folded downwards for easy loading which is popular with building contractors."

## Piaggio's Growing Family



The Piaggio four-wheeler pick-up: It suits individuals and organisations requiring a reliable fuel efficient pick-up, a good choice for carrying small loads.  
Picture: Faith Mumo

The Editorial Team wishes to encourage members of Car & General to send in contributions to Cargen Times. Send your comments, letters, pictures etc to [ratanda@cargen.com](mailto:ratanda@cargen.com)



## Kampala Facility Set to Open



A sneak preview: Development of the Car & General new facility is almost over and will be occupied in January 2009. The magnificent, state-of-the-art showroom and service centre is a manifestation of Car & General's commitment to quality service to its customers. Workers put the final touches on the building.

Picture: Ndakala Atanda

Power for better living



## C&G in for COYA Awards '09

Car & General will have a try 2009 Company of the Year Awards organised by the Kenya Institute of Management. It is a high time that we started benchmarking ourselves with peers in the country.

## What an Annual Party at the Safari Park Hotel!

This year's Annual Reflection Meeting was held on Saturday, November 8, at the Safari Park Hotel, Nairobi. It was one of the best organised events by Car & General and saw a 150-plus attendance.

The organizers (Ndakala Atanda, Esca Juma and Faith Mumo) received deserving recognition awards for the work well done.

## Uganda's Sports Day-cum-Annual Party Held

Car & General Uganda held their combined sports day and annual party on November 8, 2008. It was a fascinating event and the employees had a good time off to enjoy themselves. Such company social events are good for bonding.

## Strategic Meeting set for January 30, 2009

The first Car & General Strategy Meeting for 2009 will be held at the Fairview Hotel on Friday, January 30, 2009. The meeting is usually attended by all business leaders from Kenya, Uganda and Tanzania.

The leaders will examine the financial year 2007/2008 and quarter 1 2008/2009 results. They will review the company performance and set new management priorities for the first six months of the year 2009.

## Marketers' Night Celebrated

A team of five members attended the December Marketers' Night organised by Marketing Africa at the Laico Regency Hotel on December 11, 2008. The guests were entertained by the sensational Ugandan Obsessions Dance Group from Kampala. The key note speech was delivered by Mr Tim Smyth, Managing Director, Millward Brown East Africa Limited.



## From the Group Managing Director

### Which Way Forward in this Turbulent Times?

The effects of the global financial crisis are already being felt by local businesses in the East African region, Car & General included. What is more worrying is the revelation that the future remains bleak for the next several months.

The crisis has resulted in:

- Tightening of credit due to lack of liquidity thus increase in the cost of borrowing
- Currency devaluation, sky-rocketing of levels of inflation leading to high cost of products
- Reduction of official foreign assistance as governments infuse funds into their own economies
- Decline in demand for products
- Depression in the stock market
- Erosion of investor confidence

This scenario, therefore, calls for drastic action. We need to:

- Conserve cash as much as possible
- Improve operational efficiency
- Restructure cost framework, efficiency in local purchase
- Reduce operating expenditure, working capital
- Deter non-essential capital expenditure, capacity expansion

This will, undoubtedly, go a long way in reducing waste. On another front, we need to emphasize the earlier agreed issues:

- Increasing trade volumes
- Reviewing pricing and discount levels
- Emphasizing after-market business
- Increasing marketing activity

These, coupled with the efficient use of human resources, being administratively sharper and having a committed and motivated team can make Car & General manage such hard periods.

### Vijay Gidoomal

## C&G Tanzania wins Briggs, Cummins Tenders

Car & General Tanzania won a tender for the supply of 250 6kVA Briggs & Stratton gensets to the International Criminal Tribunal for Rwanda. They were acquired for the UNCTR staff home use. At the same time, the company also won a tender to supply 20 15kVA Cummins units to Zain, one of the leading telcom

operators in East Africa. Africa. The list does not end their . . . Car & General Tanzania also won a tender to supply 6 350kVA to Dodoma University. The Cummins gensets are to supply standby power for the academic institution. From Cargen Times, we say congratulations to Baraka and the Briggs & Stratton team; Bala and the Cummins team and *hongera* to the entire Car & General Tanzania team.

### Cummins Training



Connecting with the people: B. S. Balaji, General Manager Car & General Engineering answers questions from attendants of a Cummins Seminar in Mombasa. Such meetings build good relationships with stakeholders.

Picture: Courtesy Paul Gitau



## Business Growth

### Kirinyaga Institute Receives an Engine Donation

The Kirinyaga Technical Training Institute in Kutus, received a Briggs and Stratton engine donated by Car and General (Kenya) Limited for use by the lecturers to train automotive engineering students.

Speaking at the presentation ceremony, Raphael Atanda, the Car and General Communications Coordinator, explained, "Car and General is the distributor of Briggs and Stratton products in East Africa and has an engine donation programme for colleges and universities to help develop technical education in Kenya."

Michael Kanoga, a Lecturer at the Kirinyaga Technical Training Institute, said "We are grateful to Car and General for their generosity. This Briggs and Stratton engine will help to provide our students with practical engineering experience. A good knowledge of the maintenance and repair of engines is a definite asset for a mechanical engineer."

### Congratulations!



You are stars: *Car & General Tanzania staff members applaud Baraka Masanja of Briggs & Stratton and Balamurugan Narayanswamy of Cummins as they cut the cake to celebrate their successful bid for tenders.*  
Picture: courtesy Dipali

### TVS Range Expands

Car and General has introduced the stylish TVS Apache RTR 160 motorcycle to the Kenya market. This machine is likely to appeal to young executives.

"The rising cost of fuel and the growing traffic congestion are driving the need for an alternative mode of transport for young people. The TVS Apache RTR 160 accelerates quickly to 60 kilometres per hour in five seconds and is exciting to ride. The bike has a low fuel consumption of 50 kilometres for a litre," explained Abel Gikenyi, the TVS Sales Manager.

"The four stroke single cylinder engine motorbike has both electric and kick starters. The high intensity LED brake lights and the digital speedometer give a stylish look that appeals to young energetic executives."

### Emporor's Birthday Motorshow

Car & General participated in the Japanese Emporor's Birthday reception at the Japanese Ambassador's residence on December 3, 2008. Suzuki DR 200, TS 185 and TF 125 were on show at the Japanese motor vehicle exhibition organised to mark the day. James Mugo was at hand to give the guests a tip on Suzuki bikes.

### Cummins Consultants' Seminar Held in Mombasa

Car & General organised a Cummins forum that was attended by architects, consultants, engineers and contractors on November 21, 2008. Over twenty people converged on the Sai Rock Hotel in Mombasa for the meeting that was meant to bring together key decision makers in the generator business from the coastal region of Kenya.

"It was a good opportunity to bring together selected consultants and engineers and answer their technical queries", said Mr. B. S. Balaji, the General Manager for Car & General Engineering.

Most of the attendees acknowledged that it was a good eye opener to the range of products and services offered by Car & General. They were satisfied that relevant information was conveyed at the forum and requested for not just more of such programs but access to the product training sessions too.

### Solid Team!



Here We Go: *Car & General Uganda members of staff pose for a group photograph before their sports day-cum-annual party held on November 8, 2008.*  
Picture : Courtesy of Anne



Resource Management

**Company Vehicle Policy**

A policy has been released to guide the use of company vehicles. Its objectives are to reduce repair costs, take better care and increase efficiency.

Rose Mutoko, the Human Resources and Administration Manager said that the policy will apply to all categories of vehicles from passenger cars to pick-ups, motorcycles and three-wheelers.

The policy states that apart from having a valid driving licence and renewing it on expiry, users must stick to their particular classes of licences (B, C, E, for example).

"Company vehicles are comprehensively insured under the company policy and the company will bear any excess in full if the vehicle is damaged or stolen. The cost will

be borne by the user, however, if the accident is the fault of the authorised user", she said.

She added that driving at night (07.30 p.m. to 06.00 a.m.) is prohibited for company vehicles except those allocated to individual managers. She emphasized that vehicles should only be driven by authorised drivers.

The full document is available from the Human Resources and Administration office.

**Cargen.com New Look**

We are in the process of giving the cargen.com, Car & General's official website a new look. Kindly visit the site and let us have your feedback.



Tractor for the Environment

**TAFE Tractor for Ilchamus Community**

The Ilchamus Community in Ng'ambo Location, Baringo District, received a TAFE tractor through the Community Development Trust Fund (CDTF) to strengthen the community's charcoal business which will clear the area of the noxious "mathenge" (Prosopis juliflora) trees. The tractor will be used with a trailer to transport logs cut from forests to kilns used for making charcoal for sale.

During the handover ceremony, Joseph Ng'ang'a, the Car and General Sales Manager, said, "The four wheel drive TAFE tractor will benefit the community tremendously during both dry and rainy seasons to carry logs to the kilns. The tractor is simple to operate and has low running costs."



Cargen Pictorial



<<< Left

This is how to operate: Car & General TAFE Sales Manager Joseph Ng'ang'a, shows Gideon Parteneu, the Chairman of the Ilchamus Development Trust, the operation of a TAFE tractor. Picture: Agencies

Right >>>

Sleeping on the bottle: It looks like John Wood of Cummins After Market could hold onto his Tusker at the annual party no more! Picture: Francis Lumumba



Don't Quote Me!

*I love my job; I love it so much that I tap dance to work . . . (W)on't retire! I personally am going to work 6 -7 years after I die, probably that's what they mean when they say- "Thinking out of the Box"!!*

Warren Buffet  
(Mr Buffett owns 8% of Coca-Cola and 13 % of American Express)



Humour . . .

. . . Go Slow

**Teacher:** Why are you late, Frank?  
**Frank:** Because of the sign.  
**Teacher:** What sign?  
**Frank:** The one that says, "School Ahead, Go Slow."

Sent in by Elizabeth Olwande  
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**Editor** – Send your contributions for publication to [ratanda@cargen.com](mailto:ratanda@cargen.com)



Lastly, Seasonal Greetings



*The Editorial Team of Cargen Times and the entire Management of Car & General Extend Warm Christmas and New Year 2009 Greetings!*