

AUTOZUBAK



Market

AutoZubak is a leading Croatian company in sales and maintenance of Volkswagen concern cars – Audi, Seat, Skoda and Volkswagen. With over thirty years of continuous investment in the development of their business, based on the knowledge and experience they have gained, AutoZubak today can proudly boast the strength of their sales and service network throughout Croatia.

In order to provide the best possible service, and fill their customers with a thrill and sense of pride, AutoZubak founded a sister company, Auto Management Centre, specializing in providing services from financing and insurance to car rental services, Safe Driving Centre and Driving School. Further development of the AutoZubak Company is based on the continuous growth of business activities both in Croatia and abroad, as well as introducing innovative products and services developed on the basis of rich experience, proper intellectual capital, and most importantly based on suggestions by their own clients.

Achievements

AutoZubak's business philosophy – to become a life long provider of services to their users – was the logical next step following certification according to the ISO 9001:2000 standard, which was successfully introduced in 2006.

The surveillance ISO audit, on the importer's side, is a system of managing quality through certified partners. It implies constant updates and improvement in the area of car sales as well as in the post sale department, which includes maintenance and sale of original parts.

The emphasis is on managing quality in the sense of accomplishing goals, management of the work process, the internal functioning of the organization, service equipment and tools, management and education of employees, and customer and supplier service. Through this, AutoZubak confirms that it is well prepared and has the skills to meet its customers' highest demands for quality service, as well as meeting the goal of constant improvement of the quality system for which customer satisfaction is basic determinant of business.

AutoZubak has received recognition and numerous awards. In 1987 it was honoured with the City of Zagreb Award for best service workshop. It is also a winner of the Golden Kuna Award and has received the Employer Partner Certificate among many other awards.

History

The history of AutoZubak begins in Sesvetski Kraljevec, in Eastern Zagreb, where in 1978 Pavo Zubak opened a small car repair shop where he was repairing all types of automobiles. In 1979 Zubak's service shop became an authorized representative for Volkswagen and Audi. A new page was turned in 1990 when the company spread their business to include car sales. 1999 had special meaning because that's when the PZ Auto Company was founded (P as Porsche and Z as Zubak). This was a joint venture company between the Austrian concern and domestic company with the main goal of creating a new company that would be an agent on the Croatian market for all brands of cars from the VW group: Audi, Porsche, Seat, Skoda and Volkswagen.

Joint investment in an even 50:50 proportion was

a rare foreign investment on the domestic market. Furthermore, partnership with Porsche proved that foreign investment does not necessarily imply the outflow of capital but quite the contrary – its intake.

After years of experience, AutoZubak decided to expand their business and founded a sister company, Auto Management Centre or AMC. Services within AMC include, among others, the AMC Driving School and the further education of drivers in the first Croatian AMC Safe Driving Centre.

AMC offers individuals who purchase new cars the support of financial partners, along with two new ways of financing AMC Credit and AMC Leasing. These are characterized by competitive conditions, speed, simplicity and an individual approach to each customer, as well as AMC Insurance.

The company also offers the AMC Rent a car service with numerous offices throughout Croatia to provide customers a car any time any place.

To show a gratitude to the City of Zagreb and all its citizens for the thirty years of loyalty that they have shown the company, in May 2009 AutoZubak opened the newly decorated Gradska kavana on the city's main square, Ban Josip Jelačić Square. This bar and restaurant offers its guests full service, as well as the unique atmosphere of Zagreb's specific culinary, cultural and urban revival.

Product

The offer of top quality cars from the Volkswagen concern – Audi, Seat, Skoda and Volkswagen in the developed network of AutoZubak sale centres throughout the country, guarantees that every customer will find a car that suits them, simply and



quickly. Expertise and a desire to meet the customer's demands, ensures that AutoZubak sales agents not only provide quality service but a thrilling sensation when purchasing a new car.

Besides new cars, AutoZubak has access to a large fleet of previously owned maintained cars offering the possibility of exchange under the "used for used" or "used for new" system. The advantages of such an exchange in relation to risky purchases at a car fair or through the yellow pages are numerous. Every used car purchased at AutoZubak goes through a detailed check, and the same high standards of service for new cars at AutoZubak sales centres are valid as for used cars as well.

Customers get quality when they purchase an AutoZubak car, and AutoZubak service centres maintain that quality over the years. The authorized AutoZubak service network offers uncompromising quality in service. Service standards from the manufacturer imply top equipment and specialized tools, advanced car technology, diagnosis machinery, service documentation, an educated staff, and transparency in service and original parts. Advanced car technology demands regular checkups, constantly tracking work and eventually taking preventative measures in order to avoid possible problems.

Mobile Service is the latest service, offered uniquely by AutoZubak. Mobile Service saves precious time, by offering clients a substitute car to



that can appear during that period. This service has proven efficient with almost three thousand cars from renowned Croatian companies entrusted to AutoZubak.

Recent Developments

Several years ago, the AutoZubak Company began undertaking event management for business partners at the Žrnovnica business tourism complex and the AMC Safe Driving Centre. The Centre has positioned itself as an event location, used for presenting products, holding meetings, conferences,

team building and other activities which mainly include safe driving training. Žrnovnica, meanwhile, is a business, educational, and recreational centre. Considering

communities they live and work in.

AutoZubak is very proud of their status as a corporate friend of UNICEF. The start of cooperation in 2007 was marked with the donation of a car for UNICEF needs, and over the next five years AutoZubak will donate a brand new car every year. Aside from cars, cooperation between AutoZubak and UNICEF is focused on the joint children care, their rights and needs.

In the spring 2008 AutoZubak marked the beginning of further activities aimed at spreading good will and raising awareness among employees and clients. While paying for services clients can donate 1 Kuna or 10 Kunas when purchasing a vehicle. At the end of the year AutoZubak calculates the total amount and makes a donation equal to the total value to help those who need it the most. Also in every AutoZubak centre there is a children's corner where children can spend their time drawing, while parents can read about UNICEF.

In 2004 AutoZubak Company published the first issue of AZ magazine, a quality channel of communication, enabling clients to receive valuable information and helping them make decisions about buying and maintaining their cars. AZ magazine is published twice a year with a circulation of 35,000 copies.

Brand Values

What is AutoZubak today? A modern company promoting a good feeling while buying products and services. Thanks to the quality which has been nourished for 30 years, and the top service, AutoZubak has become a synonym for the car industry in Croatia and the country's biggest car distributor. The growth of AutoZubak over the years is the result of the hard work of all of their employees, their enthusiasm, devotion to their work, loyalty to the company and the balance between youth and experience. In the AutoZubak Corporation existing and future clients come first. This unique business philosophy and the responsibility beside people, work and cars is evident in their business units, car salons and repair shops. Simply put, in AutoZubak a good car is in good hands.

www.autozubak.hr

THINGS YOU DIDN'T KNOW ABOUT...

AutoZubak

- > In Croatia, every second car from Volkswagen concern has been bought in the Zubak Group.
- > Over the past 30 years AutoZubak has maintained over 300,000 cars.
- > AutoZubak's web pages are visited by over 30,000 visitors per month.
- > The abbreviation in the title of the company PZ Auto means Porsche Zubak.



drive while their own car is repaired at AutoZubak service station. The service implies that AutoZubak representative will drive a replacement car to an agreed upon location, leave this car with the customer and take their car to AutoZubak station for service. Once service is completed, they will return the customer's car to agreed location, and pick up the replacement car, provided by AutoZubak. Payment for the service is made when AutoZubak representative returns the customer's car.

For clients this service means saving a great deal of time because they do not have to be present at the service station for any amount of time. During the time that their car is being serviced, clients can use the substitute car. The client's needs are fully met, because AutoZubak will arrange to pick up the car at any location client chooses, while billing is conducted on the spot, using cash or credit card, when the customer's car is returned.

The AutoZubak Car Fleet Management is an assembly of activities by which AutoZubak takes over the complete management and care of a car fleet for a client that wants to have a close look into the costs of the fleet over agreed period of time, without risking the additional costs

that AutoZubak management was thinking about a location in Zagreb to promote their image, Gradska kavana was an ideal solution. AutoZubak had not been present in the centre of Zagreb until now, which is why a place in the heart of the city was sought. Gradska kavana has proven to be an ideal location raising the value of the brand and awareness about AutoZubak. Of course, the goal was to create a place for business partners, but also a multifunctional place representing the story of AutoZubak. On the other hand, with Gradska kavana AutoZubak got a great place for presenting their products and services.

Promotion

Socially responsible companies confirm their reputation in society through their activities. The business policy of the AutoZubak Company has, from its beginning, included various forms of social activity aimed to improve and help the surrounding community. Part of the business's profit has been invested in the wider community placing AutoZubak among the most sought after social partners in the

