

Crown Motors' 35th Anniversary



Crown's Chairman and CEO, Mr William Tsui

This year Crown Motors Ltd. celebrates their 35th Anniversary and ongoing leadership in the automobile industry of Hong Kong. It can also be proud of its stunning achievement as the leading Toyota dealership worldwide having received their Triple Crown Award for nine years now. No other Toyota dealership has achieved such an honour. Since celebrating their 30th Anniversary in 1996, there have been many more events and achievements accomplished by Crown Motors in spite of the economic problems in Hong Kong. Not only are they the leader in the automobile industry in Hong Kong but also have become a recognized leading Hong Kong company in a number of areas, demonstrating some outstanding qualities better than even larger corporations.

What has contributed to the success of Crown Motors?



High - Tech Display of Vehicle Data in user-friendly format

What do they do right that so many companies either fail at or are unable to recognize as important for the complete success of a corporation? It has been a combination of factors like always being in the forefront or pioneering new services and programs, including the quality of service to their customers, the products, and most of all the people at Crown Motors. Crown was one of the early distributors of Toyota outside of Japan. At that time the quality of the cars was not what it is today. According to Crown's Chairman and CEO, William Tsui, "In the early days it was a struggle for both of us, but we stuck it out with Toyota. Their logo stands for *Kaizen*, a Japanese word which means 'continuous improvement'. This is their philosophy and guiding light, which in turn became the philosophy of Crown Motors. It reflects the history, development and success of both of us that made us what we are today."

Over the years, Crown has established a positive image in its customer services. "Special care has been taken in Crown's showrooms to provide the best comfort for our customers and to locate them strategically for customer convenience," Mr. Tsui continues. In addition, the Central Parts Depot links up 11 parts outlets with revolutionary and sophisticated 'Just-In-Time' parts acquisition system — minimize the chance of waiting for parts. Crown offers a wide range of selection of vehicles from Toyota, Hino and Lexus. They further expanded customer service in its Lexus division with the formation of the Lexus Club about 8 months ago. "The Lexus Club has been a huge success and now many customers have become close friends of our staff," William Tsui points out. When a company develops that close a relationship with its customers, the

customers become the biggest fan club of the company and a powerful marketing tool.

The success of the Lexus Club and a variety of customer related activities at Crown really come down to the most important factor of success — people, which starts first with the staff of Crown Motors and it starts at the top . . . true leaders lead by example. It all started over 10 years ago when William Tsui began the implementation of sweeping changes at Crown Motors. Mr. Tsui knew that happy employees create happy customers. As a matter of fact, with an attrition rate of only one per month out of 1,000 employees, Crown has the lowest turnover of almost any company in Hong Kong and one of the lowest in Asia. "Our key is that we treat our staff like family," according to William Tsui. "We trust our employees, treat them with respect, provide extensive training, many we will move around internally every 2-3 years for more experience, and we even work with those that have problems. Every time you lose an employee you lose skills, there's confusion, and it costs you money. Too many companies in Hong Kong do not trust their employees from the start and have a poor attitude towards them — this is a big mistake."

What Crown Motors has done with the extensive training of their staff at all levels, how they treat them and giving them as much opportunity as possible to grow is to have empowered their staff to excel. Not only that, Crown created a team of great power for success. The staff are so loyal and enjoy their work so much that it's like a light that shines before them and the company, as not only an example to the world but a force

that is easily recognized by their customers and a power that competitors cannot defeat.

This is not just what the management of Crown Motors claims but is expressed by all their employees and has become recognised by many outside of Crown. Hong Kong Tatler is very proud to be associated with Crown Motors and to announce that they have received the Award as one of the 20 Top Best Employers in All of Asia. This selection is based on a very extensive and thorough survey/evaluation performed by the Far Eastern Economic Review and the Asian Wall Street Journal. This will be a busy year for Crown with the 35th Anniversary Celebration, celebrations for the Best Employers Award in Asia, introducing a new Toyota model, the Prius, and a trip by upper management to Tokyo for being one of the early pioneering distributors. We at the Tatler congratulate Crown Motors and wish them many more years of success.



"Just-in-Time" (JIT) System to ensure parts are delivered efficiently and punctually

Mr. Tsui receiving their 9th Triple Crown Award from Toyota.


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The new Lexus SC430

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