



TOYOTA



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Asco Motors

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MARKET RELEASE

NADI DEALERSHIP GROUNDBREAKING DEVELOPMENT AT VOIVOI INDUSTRIAL SUBDIVISION, LEQALEQA, NADI

Asco Motors wishes to announce that work on the new flagship automotive dealership in Nadi will officially begin shortly, as part of Asco Motors ongoing efforts to improve our business environment and position the company for future growth.

The new office will boast a modern and comfortable ambience offering a comprehensive range of automobile and marine products in Fiji, including Toyota passenger vehicles and light and heavy commercial vehicles, Yamaha Outboards, Motorbikes, Scooters and Generators, Massey Ferguson Tractors and Bridgestone Tyres and Batteries. Our highly trained Technicians and Staff are focused on service excellence. We have state-of-the-art equipment and facilities that guarantee you exceptional service.

The groundbreaking ceremony saw the Honorable Attorney General & Minister for Economy, Mr Aiyaz Sayed Khaiyum, the Reserve Bank of Fiji Governor Mr Ariff Ali, and other guests join the ceremony virtually in a COVID-19 safe protocol manner.

With an expected completion date of late 2022, the ~ \$16m dealership will become the home to Asco Motors new Nadi dealership. Asco Motors has chosen to invest as there are future business growth opportunities for both us and the economy.

Asco Motors Board Chairman, Mr Masahiro Kuwahara, said the company is pleased to have held the event and extends his sincere appreciation to the Hon. Attorney General and Minister for Economy, and the RBF Governor for their support. On behalf of the board, Mr Kuwahara extends his best wishes to the Fijian public and assures that Asco Motors, a company stands determined in the fight against COVID-19 pandemic

Asco Motors outgoing CEO, Mr Craig Sims, said: “We feel that it is a most opportune time to make this investment. This new site will provide more capacity for our business and our customers, provide a more efficient workflow for our business, and be designed with the customer.

The Acting CEO, Mr Ronald Kumar, mentioned, “We are very excited about the journey ahead and look forward to our investment in the West, to allow us to be ready when economic times return to more normal levels. We are excited for our team in Nadi as we build towards a new and much-improved working environment for the team. At this juncture, we wish to thank all our project partners, consultants and suppliers and wish them well for the construction phase”.

Asco Motors is an ISO 9001: 2015 certified company, and we continually assess and improve our standards to provide Fijians with the best automotive products and services. We are committed to providing quality, environmental friendliness, safety, reliability, efficiency at an economical cost.

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Masahiro Kuwahara
Board Chairman

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Craig Sims
Director

Appendix

