

MARKET ANNOUNCEMENT

Important Consumer Information - Understanding Parallel Import Vehicles in Fiji.

12 January 2026

Asco Motors, the authorised distributor of Toyota vehicles in Fiji, is committed to ensuring that customers receive vehicles that meet the highest standards of safety, quality, compliance, and long-term value.

Our responsibilities extend beyond commercial interests. As an authorised distributor, we work in alignment with Fiji's consumer protection framework, vehicle safety requirements, and regulatory standards, supporting outcomes that protect customers, road users, and the wider community.

In this context, Asco Motors believes it is important to provide clear, factual information to help customers make informed decisions—particularly when considering parallel-import vehicles, including brand-new, near-new, or used Toyota vehicles.

Legal and Regulatory Context in Fiji

Under Fiji law, vehicle sellers and importers are required to ensure that products supplied to consumers are safe, fit for purpose, and accurately represented.

Key principles apply under, among others:

- FCCC Act 2010, which prohibits misleading or deceptive conduct and requires truthful disclosure of product characteristics;
- Consumer Council of Fiji Act 1976, which establishes and empowers the Consumer Council of Fiji to safeguard consumer rights, including the right to accurate information and access to redress mechanisms;
- Land Transport Authority (LTA) requirements, which govern vehicle entry, compliance, and registration; and
- Relevant Customs, biosecurity, and import controls.

While vehicle registration is required for lawful road use, registration alone does not confirm manufacturer approval, recall eligibility, or long-term manufacturer support.

Understanding Parallel Imports

Parallel imports are vehicles brought into Fiji and sold by parties who are not authorised by the vehicle manufacturer or the official local distributor.

Although such vehicles may appear similar at the point of sale, they are often sourced outside the manufacturer's approved supply chain and are not supplied through Toyota's official distribution network in Fiji.

These vehicles may:

- be manufactured for different overseas markets with different specifications and standards;

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- lack alignment with local operating conditions, including tropical climate and fuel quality; or
- in some cases, be sourced through unverified or non-transparent channels, making it difficult to confirm full history, compliance, or legitimacy.

Recent International Example Highlights the Risk

The recent discovery of allegedly stolen Toyota vehicles in Brisbane, Australia, intended for export to overseas markets, underscores the risks of purchasing vehicles from unofficial sources.

This example illustrates that vehicles sourced through certain parallel-import channels may bypass critical verification processes, increasing risks related to:

- authenticity and ownership history;
- safety compliance; and
- association with unlawful activity.

Purchasing through an authorised distributor significantly reduces these risks by ensuring vehicles are sourced through verified, lawful, and traceable channels.

Key Considerations for Customers

Customers should carefully consider that parallel-import vehicles may:

- Be built to overseas specifications not designed for Fiji's climate, road conditions, or fuel standards.
- Have limited, third-party, or no manufacturer-backed warranty, with no obligation on the authorised distributor to provide support.
- Not be registered in Toyota's global systems, meaning owners may not receive:
 - safety recalls,
 - service campaigns, or
 - critical software or performance updates.
- Face restricted access to:
 - Genuine Toyota parts required to maintain safety and structural integrity;
 - Toyota-approved diagnostic scan tools;
 - Approved Special Service Tools (SSTs) required for complex repairs.
- Be serviced by technicians without Toyota factory certification, and without access to official service manuals, Technical Service Bulletins (TSBs), or current repair standards.
- Present challenges with service history verification, resale value, long-term reliability, and ongoing compliance.

Responsibility and Liability

For parallel-import vehicles, the importing seller bears full legal responsibility for:

- vehicle compliance,
- warranty coverage,
- recalls and safety campaigns, and
- aftersales support.

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The manufacturer and authorised distributor are not legally responsible for vehicles imported and sold outside the official distribution network.

Consumer Disclosure and Your Rights

Under consumer protection principles, customers are entitled to clear, accurate, and written disclosures from any vehicle seller.

Before purchasing a parallel-import vehicle, customers should ensure they receive written confirmation of:

- the vehicle's source and country of origin;
- specification details;
- service and ownership history;
- warranty provider and terms;
- recall and safety campaign status.

Failure to provide accurate disclosures may constitute misleading or deceptive conduct under Fiji law.

Asco Motors' Official Position

Asco Motors supports fair competition and informed consumer choice.

However, we clearly state that Asco Motors remains the authorised distributor of Toyota vehicles in Fiji.

This notice is intended solely to provide factual information to assist customers in making informed decisions.

Why Buying from an Authorised Distributor Matters

Vehicles purchased through Asco Motors are:

- supplied through Toyota's official global distribution system;
- configured to meet Fiji's regulatory requirements and operating conditions;
- covered by full manufacturer warranty, recall, and safety programs;
- serviced by Toyota-trained and certified technicians using genuine parts and official systems; and
- supported throughout their lifecycle with long-term after-sales care and accountability.

This provides certainty, traceability, and peace of mind—knowing exactly what you are buying, where it came from, and who stands behind it.

Our Commitment to Customers

At Asco Motors, our focus remains on customer safety, trust, and long-term value.

We are committed to transparency, ethical business practices, fair market competition, and supporting Fiji's broader road safety and consumer protection objectives. We encourage customers to ask questions, understand the source of their vehicle, and consider the full lifecycle support that comes with purchasing from an authorised distributor.

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This notice is provided for general consumer information only and does not affect or limit any statutory rights under Fiji law. Customers are free to choose their preferred seller.

For further information or clarification, customers are welcome to contact Asco Motors or visit any authorised Asco Motors dealership.



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