

The Hybrid Shop (THS) Deepens its International Footprint with its Expansion into the Asia Market, Announces New Dealer Partner, Optima Werkz in Singapore

Optima Werkz becomes the first international Hybrid Shop Dealer Partner in the Asia Market to be certified to offer cost-saving Hybrid Battery Pack Conditioning, Diagnostic, and Repair Services

GAINESVILLE, VIRGINIA ([PRWEB](#)) August 04, 2015 -- The Hybrid Shop (THS), the leader in hybrid and electric vehicle diagnostics and maintenance, announces today its international expansion to the Asia market through its new Dealer Partner, Optima Werkz. With its three full-service workshops in Singapore, Optima Werkz is one of the leading, full-service automobile services companies in the country, and joins a growing international network of Dealer Partners committed to providing expert care for hybrid and electric vehicles (HEVs).

Through its partnership and training with THS, Optima Werkz can now fully service hybrid and electric vehicles and provide THS' hybrid Battery Pack Conditioning service. THS' hybrid Battery Pack Conditioning is a green service that restores up to 95% of the battery pack's original power and energy, while driving significant increased fuel economy over the vehicle's lifetime.

Founded in 2012, Optima Werkz is among the largest and best-equipped service companies in Singapore and the surrounding region, with combined workshop space of over 30,000 sq. feet, cutting-edge diagnostics and equipment, and a large base of loyal, repeat customers. Committed to excellence in all aspects of its work, Optima Werkz is the premier automotive workshop for Continental cars, Japanese/Korean cars, and Supercars. The company also differentiates itself within the large, crowded automotive services market for its ability to provide customers with unmatched access to leading experts and resources while delivering the best in technology and infrastructure, all with a 'customer-first' attitude and approach. This new partnership with THS will provide Optima Werkz with the opportunity to extend its footprint and leadership positioning, while adding to its service specialization recognition and amounts of hybrid customers it is able to reach.

Key advantages and savings that Optima Werkz clients can expect from these new services include:

- Cost-savings – Battery Pack Conditioning is approximately 1/3 the cost of battery replacement. An underperforming hybrid battery results in decreased fuel economy and torque. Before The Hybrid Shop's introduction of proprietary battery conditioning technology, hybrid owners' only option was battery replacement which could cost as much as \$4,000- \$9,000;
- Enhanced fuel economy – Battery Pack Conditioning results in 10-35% fuel economy improvement, depending on the initial state of the battery at the time of service; and
- Enhanced vehicle performance – Every HEV undergoing these services will perform more efficiently, cost less to operate, and experience improved drivability.

Optima Werkz will offer a comprehensive menu of services that ensures their hybrid customers receive the highest quality repair and maintenance, including:

- Battery Pack Conditioning and rebuilding services;
- Testing of electric transmissions, DC-DC converters, power inverter and control systems; and

- Hybrid specific maintenance.

Optima Werkz will also offer the optional State of Health (SOH) program that assesses how a vehicle's overall systems are performing to deliver maximum results, reliability, and cost-savings.

The partnership between THS and Optima Werkz is a part of their ongoing commitment to serve as a preferred long-term one-stop service center for their client's automotive servicing and repairs needs.

"We are so proud to be a Dealer Partner of THS and to have the opportunity to provide the globally-leading hybrid battery conditioning services in Singapore," Optima Werkz's Managing Director, Jason Ang states. "Our team works hard to lead the industry with in-depth technical expertise, top resources, and a commitment to customer satisfaction and excellence, supported by top-of-the-line equipment. Thanks to THS, we can now efficiently service our hybrid customers and be the leader in our local market."

"THS is honored to partner with Optima Werkz, our first international Dealer Partner in Singapore and to not only certify their team in our battery conditioning service but as experts in care of hybrid vehicles as well," Dave Crawford, CEO of The Hybrid Shop, stated. "It is also a very exciting time for THS. We are currently exploring expanding our network into Australia and are attracting interest from business across Europe and Asia as well."

About The Hybrid Shop (THS)

Founded in 2013 and headquartered in Gainesville, VA, The Hybrid Shop (THS) is a growing international network of high quality dealers that are committed to providing expert care for hybrid and electric vehicles by embracing the latest battery pack conditioning, hybrid technology and knowledge that is only available to licensed dealers. For additional information about THS, please visit www.thehybridshop.com. Also, follow THS on Facebook, Twitter, and YouTube.

About Optima Werkz

Optima Werkz is the preferred one-stop workshop in Singapore for Continental, Japanese & Korean cars. A well-recognized leader in the industry, we have a strong focus on quality service and a proven track record with our customers. Founded in 2012, Optima Werkz strives to provide customers with excellent service, access to top industry experts and resources, and a cutting-edge technology infrastructure for maximum service and value. For more information about Optima Werkz, please visit <http://www.thehybridshop.com/contact/locations/singapore-optima-werkz-pte-ltd/>.



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