



## **Zeiu Automotive Resources is the first research firm in Asia that is really in the business of automotive aftermarket research.**

*Zeiu Automotive Resources specialises in aftermarket demand & supply forecasts, market entry studies, distribution channels and pricing, market potential evaluation and dealer network studies.*

([PRWEB](#)) September 26, 2003 -- The Zeiu Group announces the launch of Zeiu Automotive Resources (ZAR) to provide automotive aftermarket research and intelligence services in Asia.

With the automotive business growing at a fast rate in Asia especially Thailand, China and India, ZAR will provide research and intelligence on automotive aftermarket to car brands, auto parts manufacturers and distributors. Research areas include demand & supply forecasts, market entry studies, distribution channels and pricing, market potential evaluation and dealer network studies.

According to ZAR's director Mr Soh Tiong Hum, the decision to focus on aftermarket research was made after much consideration. The automotive and transportation sector in countries such as China, India and Vietnam are set to become key engines of growth. The aftermarket will bring in 70% of revenue and employ the same percentage of total workforce already employed in the overall automotive industry. Besides manufacturing, sales and distribution know-how, Singapore is in a position to provide high value expertise in R&D, fleet management as well as manpower qualification.

The ZAR team is made up of experienced practitioners in the aftermarket and research industry.

A lot of agencies claim that they are able to do automotive research. However, there is a vast difference between sales and after-sales. Therefore, our team is made up of after-sales practitioners, research practitioners and most importantly, we have built a solid network of local contacts in the aftermarket trade including marketing managers, parts and service managers, stockists and fleet operators. These experts provide inside stories and access to key persons that are critical in an Asian environment highly reserved with information. Mr Soh commented. He added that ZAR is the first research firm in the region that is really in the business of automotive aftermarket research.

The team is not a new kid on the block in aftermarket research and intelligence. They have conducted passenger car- and commercial vehicle-related regional and international research projects in as many as seven different markets, including Korea, Thailand, China, Hong Kong, Taiwan, Indonesia and Singapore. The team has just completed a parts distribution study in Indonesia. Their clients include DaimlerChrysler, Audi and General Motors.

For further information about Zeiu Automotive Resources, or to ask any other questions please direct all inquiries to Mr Soh Tiong Hum (Tel: 65-6323-4117; Fax: 65-6323-1142). [tionghum@zeiu.com](mailto:tionghum@zeiu.com)

You may also visit the ZAR website at [www.zeiu.com](http://www.zeiu.com). For PR contacts, please write to [pr@zeiu.com](mailto:pr@zeiu.com)

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#### About The Zeiu Group

The group, located in Singapore, has businesses in research, logistics and fleet management. Eighteenz IMS specializes in youth research and marketing. The logistics and fleet management arm, Zeiu Logistics and Fleet Management, provides container stuffing and local transportation (below 6 tons) for an international pharmaceutical company. (Zeiu is pronounced as "Zay You")



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**Online Web 2.0 Version**

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