



Hap Seng Star

Authorised Mercedes-Benz
Sales and Service

NEWS & UPDATES

KDN : PP 17428/07/2012(030303)



Mercedes-Benz
Service Excellence Award
South East Asia



2008

2010

MERCEDES-BENZ SERVICE EXCELLENCE AWARD

2008

Best Service Experience

2010

Best Service Experience

Jan-June 2011

Hap Seng Star ranked 1st in Klang Valley,
3rd in Malaysia for Mercedes-Benz Malaysia
Customer Satisfaction Index Survey



Mercedes-Benz

Message from Hap Seng Star Kinrara

Welcome to the October 2011 edition of our News and Updates. We believe in reaching out and communicating with our customers through our newsletter in line with our aim to keep each of you well informed and updated. To date, it has been quite an exciting 2011 and we hope to continue the rest of the year in equally great spirits. From grand product launches to staff appreciation activities, we invite you to peruse this issue for a retrospective view of the who, what, when and how at Hap Seng Star Kinrara Autohaus Service Centre.

Service excellence has always been a philosophy for our service centre. In firming up our strategy, we started from the basics by recognizing that Mercedes-Benz owners do have a choice of many service centres that provide similar work with acceptable results. Now, what makes an owner select one service centre over the other? Notwithstanding work quality, major factors include reliability, integrity and an excellent level of service that is personalised and consistent, which exceeds the expectations of our customers.

This is exactly what the Hap Seng Star Kinrara Autohaus Service Centre is all about.



Our recent Customer Satisfaction Index survey result proves this point. For the second time in three consecutive half-yearly J.D.Power Mercedes-Benz Customer Satisfaction Index (CSI) Surveys, Hap Seng Star ranked first in the Klang Valley and third in Malaysia. Furthermore since 2008, we were honoured twice with the award for Best Service Experience (Mercedes-Benz Service Excellence Award Program).

Our thanks and sincere gratitude to you for your support – we could not have achieved it without you.

In keeping with our continuing endeavor to further improve and upgrade our level of service to you, our valued customers, it's our pleasure to invite you to sample our latest offerings:

- Take advantage of the convenience of our Early and Late Hours Drop-Off Service that has been introduced to specifically cater to suit the timing of our many busy customers! A convenient way to maintain your asset and ensure that your car is in a pristine condition at all times without interrupting your busy daily schedule;
- The Hap Seng Star Motor Insurance Package – nothing beats the assurance that your automobile, your finances and peace of mind is solidly backed by a strong team of experts and professionals who genuinely care;
- Deluxe Waiting Lounge Upgrade – with our new OSIM massage chairs, movie room, self-service corner and delicious home-made menu items.

With a host of service orientated initiatives lined up, you can see how our team is committed to provide you, our valued customer, with the very best. At Kinrara Autohaus Service Centre, Service Excellence is an attitude subscribed to by all our staff.

Enjoy!

Tan Chee Hock
Senior General Manager After-Sales

EDITORIAL TEAM |

Tan Chee Hock, Choy Wei Chieh and Chan Waye Boon of Hap Seng Star After-Sales

We welcome your
COMMENTS

Redeem for a FREE Air Conditioner Service with a Maintenance Service purchase upon presenting completed feedback card.

Hap Seng Star Kinrara Autohaus Service Centre
4, Jalan BK 1/14, Kinrara Industrial Park, 58200 Kuala Lumpur
Tel: 603-8073 3888 Fax: 603-8073 3999
24h Breakdown Service: 012-204 6673
Email: hss.aftersales@hapseng.com.my

www.hapseng.mercedes-benz.com.my

Size Does Matter! Yes, We Are Expanding For Your Service Convenience

Thanks to our customers' support, we have decided to expand our workshop premises to cater for bigger and better things ahead. From our world-class maintenance and repair services to our friendly customer care, you'll be assured that things can only get better here at Hap Seng Star Kinrara!

The new upgraded premises will be able to cater for major and minor body, paint and accident repairs, aluminium metal part upgrades utilising top-of-the-range, approved parts from Germany and the latest high-tech equipment. Add in insurance claims processing and speedy approval, denting the family Mercedes will soon be a much less tormenting experience for all.



Hap Seng Star After-Sales ISO Certification Takes Off



Hap Seng Star After-Sales ISO Certification (ISO 9001:2008 & ISO 14001:2004) Launch Ribbon Cutting Ceremony

We are proud of our After-Sales service, here at Hap Seng Star and look forward to honing and assessing every step of our strategy to ensure exemplary records. The launch of the certification was held at the Autohaus Service Centre on 28 June 2011, graced by Michael Cremer - Chief Financial Officer and Vice President, Finance, Controlling and Administration and Armin Ott, Senior Manager, Technical and Warranty of Mercedes-Benz Malaysia, Wong Leh Seng – Chief Executive and several top Hap Seng Star executives.

More than just another ceremony, it signifies another step in the grand scale of improvements Hap Seng Star is embarking upon.

Regional : Hap Seng Star Reaches Out To New Markets

With the acquisition of a major stake in Lei Shing Hong Vietnam (LSHV), Hap Seng Star Sdn Bhd now beckons the Mercedes-Benz business in Vietnam via its authorized dealer, Vietnam Star Automobile Limited (Vietnam Star Auto). LSHV is now known as Hap Seng Star Vietnam Limited.

Hap Seng Auto Sdn Bhd currently owns 65% of Hap Seng Star Sdn Bhd while the remaining 35% is held by Pacific Star Automobile Limited, a wholly owned subsidiary of the Lei Shing Hong Limited.

Heralding the union, the ground breaking ceremony of the Vietnam Ho Chi Minh Autohaus 600 was held on 22 June 2011. Vietnam Star quoted, "Hap Seng Star will be the premier dealer there, with showrooms in Ho Chi Minh and Hanoi. We have basically captured 60% of the market", he added.

Further enhancing their new presence was the handing over of five E-Class Mercedes-Benz cars to 5-star hoteliers Sofitel Saigon in March 2011 as part of their fleet upgrade.

With the merger, shareholders plan to have the Malaysian Group focus on the South-East Asia Region while its

compatriots, the market in Hong Kong and China.

To date, the North and South East Asia region boasts 69 dealerships and 120 outlets.

Not resting on its laurels, Hap Seng Star hopes to include Indonesia, Thailand and Central Australia in its future expansion plans.



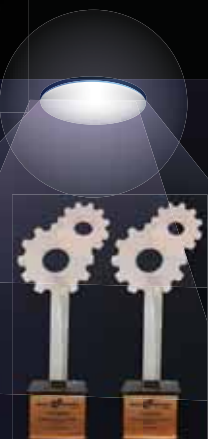
Vietnam Ho Chi Minh Autohaus 600 ground breaking ceremony. (L-R) KC Lee, CFO of Vietnam Star, Udo Loersch, General Director of Mercedes-Benz Vietnam, Tran Huong Giang, Business Development Director of Vietnam Star HCMC, Marcus Kleine, Managing Director of Vietnam Star Automobile.

EVENTS AND ACTIVITIES

Autohaus Customer Appreciation Reception

Customers and honoured guests of Mercedes-Benz were feted by Hap Seng Star in March 2011 at a reception co-sponsored by CIMB Preferred Banking, Charisma Jewellers and Celcom. The grand evening featured a jewellery show and a live performance by the Jason Geh Jazz band. The Autohaus Service Centre at Kinrara came alive with a buzz of excitement allowing friends to mingle in an atmosphere filled with music coupled with great food and revelry coupled with a fashion spectacular amidst an array of luxury automobiles.

Aimed towards fostering close rapport with our customers and friends, the event drew a massive turn-up of over 300 guests, some who walked away with exciting lucky draw prizes through the courtesy of Hap Seng Star and our gracious co-sponsors.



1. (L-R) Datuk Edward Lee Managing Director of Hap Seng Consolidated Berhad, Wong Leh Seng Chief Executive of Hap Seng Star, Tan Chee Hock Senior General Manager, Roland Folger, President & CEO of Mercedes-Benz Malaysia.
2. Wong Leh Seng introducing Roland Folger.
3. Wong Leh Seng presenting the champion winners of Mercedes-Benz Skills Competition 2010.
4. Mingling session.
5. Tan Chee Hock presenting prize to Voon Chee Keen.
6. Clement Soo, General Manager presenting prize to Charlie Chan.
7. Clement Soo presenting prize to Tor Lor See.
8. Customers singing along with Jason Geh Jazz Band singer.
9. G T Tan & Lau Siew Hwa.
10. Jason Geh Jazz quartet.
11. Hoo Lin Coln and spouse.
12. (L-R) Mah Xien Zhen, Yang Berhormat Dato' Mah Siew Kwok & Albert Lim, Service Advisor.
13. Koh Yaw Hui and spouse.
14. Wan Kwok Wah and spouse.
15. Foo Chuan Khim & daughter.
16. Charisma Jewellery Fashion Show.

PORTRAITS

SAYING THANKS

Hap Seng Star recently held an appreciation night for about 300 of its customers at its MARBZ 2010 award-winning Kinrara Service Centre at Kinrara. In the casual atmosphere, guests were entertained by music, a jewellery exhibition by Charisma Jewellers and food with a spread of food and drink.

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PEAK

High Tea & Movie Day

Pirates of the Caribbean Date & Time: 28 May, 3-7pm Venue: One Utama GSC

The third round of the Hap Seng Star movie event was hosted at One Utama GSC, screening the adventurous *Pirates of the Caribbean*. The appreciation event was overwhelmed with 115 customers and their family members and friends.



- 1. Welcome Address by Wong Leh Seng
- 2. Mohd Zamree & Tan Chee Hock
- 3. Kon Tek Yoong and family
- 4. Fong Yoke Chui and family
- 5. Nancy & Sim Kay Huan
- 6. Lim Choon Yong and daughter
- 7. Wan Seng Foo and partner
- 8. Lee Cheng Keat and spouse
- 9. Customers actively participated in Quiz Session
- 10. Dr. Ronald Arun Das and spouse
- 11. Yee Jang Ee and family

Dear Mr. Wong Leh Seng,
I wish to thank you for the kind invitation and congratulate HSS Kinrara for a well organised event. We enjoyed the warm reception and the opportunity to seek advice especially from Mr Choy Wei Chieh and Gabriel Tan. I wish you and your colleagues every possible success.

Best regards,
CK Lee, WST 3168

F1 Main Grandstand Tickets Lucky Draw



Choy Wei Chieh, Senior Manager presented F1 ticket to Mrs Khoo Kim Poh.



Albert Lim, Service Advisor Team Leader presented F1 ticket to Ms Seah Woon Che.



Kok Yoon Sime, Service Advisor Team Leader presented F1 ticket to Dr Lau Haw Ming.



As the country anxiously awaited the excitement of the start of the 2011 Formula 1 Championship Season, Hap Seng Star kicked off its F1 Main Grandstand tickets lucky draw promotion in January 2011 to reward 32 customers with purchases of RM2,500 and above at Kinrara Autohaus Service Centre.



Hap Seng Star Launches Mercedes-Benz Autohaus Kuching

Hap Seng Star harks the Land of the Hornbills with a new Autohaus, launched on 15 April 2011. Constructed to the tune of RM3.7 million, it's the Company's third Autohaus in Malaysia, after Kuala Lumpur and Selangor.

Modeled after its German counterpart, it boasts almost 9,000 square feet of the latest architectural finesse, complete with the latest customer-centric conveniences and value added services. Be prepared to be enthralled and pampered the next time you step into a Hap Seng Star Autohaus.

Officiating at the opening of the Autohaus Service Centre was President and CEO of Mercedes-Benz Malaysia, Roland Folger. This milestone event was witnessed by James Lee Wee Yong, Group Finance Director, Hap Seng Consolidated and Wong Leh Seng, Chief Executive of Hap Seng Star. Mr James Lee later said "With our team of highly skilled and qualified staff, we plan to bring the same level of commitment towards service excellence to our customers and car enthusiast in Kuching via our new Autohaus." Our counterparts in East Malaysia were also present to lend support.



Prestige and exclusivity has a new home in Kuching.



Officiating the opening of Hap Seng Star Sdn Bhd's Autohaus in Kuching, Sarawak on Friday, 15 April 2011



Group photo at the Great Wall of China.

Annual After-Sales Incentive Trip to Beijing

As part of our staff rewards and recognition programme for their dedication, performance and contribution, 61 After-Sales staff were rewarded with an exciting incentive trip to Beijing.

Besides sights seeing, participants also participated in informative study trips to Lei Shing Hong Plaza Showroom and the 3S Service Centre Beijing Tianzhu Star.



1. Walk-round presentation by Chin Kian Fai of Beijing TianZhu Star Service Centre.
2. Group photo at Beijing TianZhu Star Service Centre.
3. Introduction of Beijing Lei Shing Hong Plaza showroom by C. K. Wong.
4. Workshop tour of TianZhu Star.
5. Group photo at Tian'anmen.
6. Group photo at the Forbidden City.

HAP SENG STAR SERVICE

The Job Description : Certified Diagnosis Technician (CDT)



Certified Diagnosis Technician

CDT! You may have heard the term used once when you send your vehicle for maintenance or repair but what is a CDT? A CDT is a Certified Diagnosis Technician who is exclusively trained by Mercedes-Benz specializing in troubleshooting and diagnosing all car-related issues.

With the increasing sophistication of today's vehicle technology, where the computer system in the car is loaded with software and connected to many electronics and electrical connectors and sensors, diagnosis is not as easy as it sounds as one cannot simply jump from one possibility to another to locate a problem. Each CDT is trained to follow a strict set of procedures in a logical order to eliminate the possibilities one by one in a precise and scientific analytical process to arrive at a proper diagnosis of the problem. To ensure that our CDTs are always fully kept abreast of new technology and techniques, they are regularly sent for technical trainings at Mercedes-Benz Malaysia including the use of the most advanced software and up-to-date diagnosis systems.

We are proud to inform you that we have **six CDTs** under our employment in order to better serve your needs. Hence you can rest assured that whenever you send your Mercedes-Benz to us it will be in good professional hands and any issues that may be affecting your vehicle will be diagnosed correctly within the specified time.



Tan Chee Hock (second from right), Senior General Manager of After Sales and Business Development for Hap Seng Star, and Choy Wei Chieh (second from left), After Sales Senior Manager, are flanked by the only two Certified Diagnosis Technicians allowed to handle customer Maybachs at Hap Seng Star.

(Please refer to Motor News Malaysia Issue 5 2011 pg 76)



MERCEDES-BENZ CAR CARE

Do you know the differences between a **Genuine** and **Non Genuine** Brake Pad?

There are brake pads and there are brake pads. And finally, there are genuine brake pads from the people at Mercedes-Benz. Not something that should be compromised (recent tales of massive pile-ups and traffic mishaps say it all), here are some face facts about brake pads:



Genuine Brake Pads

- Mercedes-Benz brake pads rate the best in its category due to its composition of customised steel alloy that promises optimum heat dissipation and distribution
- Its construction also ensures consistent performance under all weather conditions plus braking comfort with no sudden jolts
- The customised air channel patten ensures that the braking experience remains quiet and comfortable
- Mercedes-Benz genuine brake pads also ensure ultimate precision, thus resulting in controlled finishing and balanced rotation, thus eliminating the steering, pedal sensations
- Endurance "Stop-and-go" tests have proven consistent braking distance under all temperature conditions as well as low rate of wear

Non Genuine Brake Pad with Crack Line

One can't help being steered towards cheaper non-genuine brake pads offered by inferior-standard retailers out there. Stop before you go any further as nothing feels more assuring than assurance itself. One would be able to sense inferior products by these tell-tale signs:



- Long braking distance
- Unpredictable braking behaviour and rapid brake fade
- Low endurance to excessive heat which leads to low wear-life of the friction material (that is pressed against the rotor to reduce speed)

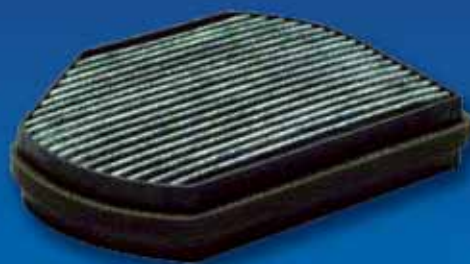
Now, why is it beneficial to invest in Genuine Mercedes-Benz Parts? Because they are designed specifically for your vehicle and come with numerous benefits that will ultimately help extend the lifespan of your precious Mercedes-Benz.

Don't you think it's all worth it?

Genuine Mercedes-Benz Air Conditioner Combination Filter

The dangers and risks of air pollution are making a serious impact on the driving affair. Genuine Mercedes-Benz combination filters have high dirt absorption capacity and do much more than just freeing the air from dust and pollen. Not only do they enhance driving comfort and safety, they also contribute to good health for car users.

It is recommended by Mercedes-Benz manufacturer that under severe dust conditions, or with the Climate Control frequently operating in the air recirculation mode, the filter should be replaced more frequently than indicated by the Maintenance System.



Activated charcoal combination filter. Activated charcoal is used to absorb odour and other impurities.

Replacing dirty Combination Filter regularly will lead to:

- Removal of odour, bacteria, contaminants and deposits in the interior
- Optimum clean-air intake
- Optimal service life
- Optimum health protection
- Enhanced driving comfort



CURRENT PROMOTIONS AND SERVICE UPDATES

Early and Late Hours Drop-Off 6.30pm - 8.00am

We know that sometimes you have busy schedules that will not enable you to bring your vehicles for service during normal office hours. To accommodate your hectic schedule, we offer an Early and Late Hours Drop-Off Service.

To take advantage of the Early and Late Hours Drop-Off, simply bring your Mercedes-Benz to our Kinrara Autohaus Service Centre. Fill in an Early and Late Hours Drop-Off form and place your key in the envelope provided and hand it over to our dedicated security guard. We will take care of the rest for you.

Our staff will call you if there are any inquiries on your service requirements and the scheduled timing for your vehicle is ready to be picked up. It's that simple and easy!

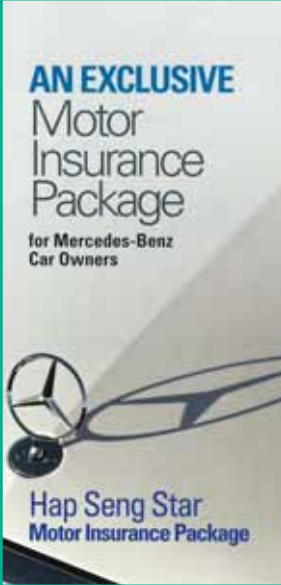


Hap Seng Star Motor Insurance Package with ADDED EXCLUSIVE BENEFITS

Hap Seng Star Motor Insurance Package is a comprehensive motor insurance which is specifically designed for Mercedes-Benz car owners.

Distinct from the standard motor insurance today, the package offers a host of unique covers that give extra value providing you with more than just a smoother ride on the road.

Here are the benefits of the Hap Seng Star Motor Insurance Package:-



- **MSIG 24/7 Motor Assist/Breakdown Service**
- **Exclusive Benefits for Repairs in Any of Hap Seng Star Service Centre**
 - ✓ Waiver of Betterment for Cars up to 10 Years Old.
 - ✓ Windscreen Replacement Scheme.
 - ✓ Fast Track Claims Service and Settlement.
 - ✓ Guaranteed Genuine Mercedes-Benz Parts Used in the Replacement of Body and Engine Parts Which Come with a 2-Year Warranty*.
- **Other Benefits**
 - ✓ No Excess for Cars up to 10 Years Old. Your claim will be compensated in full in the event of a claim.
 - ✓ Agreed Value Clause for Cars up to 5 Years Old. Your claim will be paid based on the agreed amount specified in the policy.
 - ✓ No Premium Loading for Cars up to 10 Years Old.
 - ✓ MSIG24/7 Home Assist Service.

*Terms and conditions apply

That's not all you're getting!

In addition to the standard coverage, you can also extend the policy to cover loss or damage due to the following with payment of additional premium:

- ★ Legal Liability to Passengers
- ★ Legal Liability of Passenger
- ★ Special Perils – covers damage due to flood, typhoon, earthquake etc
- ★ Windscreen Damage

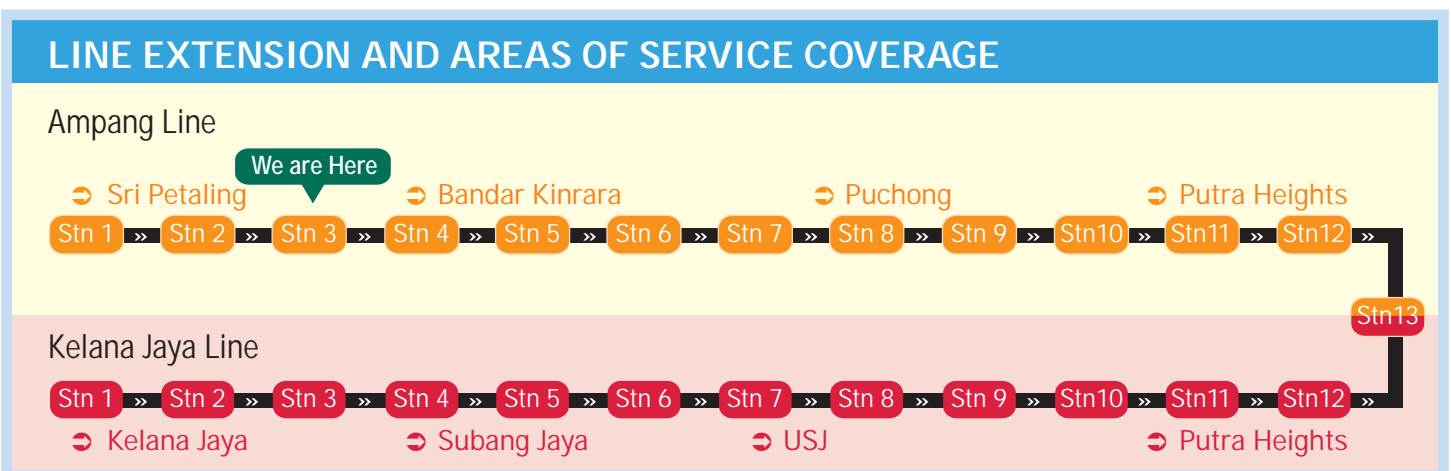
For more details on the Hap Seng Star Motor Insurance Package, interested customers may call Hap Seng Star Kinrara Autohaus Service Centre 03-8073 3888.

Get Ready for Superb Connectivity and Convenience

The government announced that two of Klang Valley's light rail transit (LRT) lines, the Kelana Jaya and Ampang LRT lines, would be extended by 17km and 17.7km respectively. The LRT line extension will benefit Hap Seng Star Kinrara Autohaus Service Centre as the LRT Station 03 of Ampang Line will be built right in front of the Service Centre and estimated to be completed by year 2012.

The proximity of LRT service is definitely a plus point as it is a convenient and fast alternative mode of transportation to allow you to carry on with your day after you drop off your Mercedes-Benz or to commute to the Service Centre to pick up your car.

The Service Centre will be even more readily accessible with the availability of the LRT service.



Our Service Lines - Do You Know How It Works?

We at Hap Seng Star Kinrara and Mercedes-Benz Malaysia do care a lot for our customers – especially when they are in need. Thus, we provide telephone service numbers to reach us directly for your convenience.

There are instances when our customers, in dire need, dial a different Mercedes-Benz number thus failing to reach us. We understand the urgency of responding to our customers needs immediately. Hence, we have recently also included Hap Seng Star Kinrara's service numbers on the stickers placed on your windscreens. It is therefore imperative that to

reach us directly, you call the service number provided in order that we can address your needs without delay. Upon receipt of your call, we know what to do next with our trained professionals to resolve your problem.

General Line /
Pick Up & Delivery
03-8073 3888

24h Breakdown Service
012-204 6673

Hap Seng Star

Hap Seng Star Kinrara Autohaus Service Centre



Each two numbers pose a specific task. Do save them into your phonebooks, in case of need.

Pick Up & Delivery Service Enhancement



With our enhanced value added service, you are able to drop off your Mercedes-Benz at KL Autohaus at Jalan Sultan Ismail before you start your day. After drop off, our trained driver will chauffeur your vehicle to Kinrara Autohaus Service Centre and return it to KL Autohaus for your collection.

In addition, this exclusive FREE Pick Up & Delivery Service* comes with MSIG accident insurance coverage to provide you peace of mind that your precious car is well protected.

Terms & Conditions:

FOC for maintenance service job only within Klang Valley area except Rawang, Nilai, Sepang and Port Klang. Delivery time is subject to adverse traffic and weather conditions and other unforeseen circumstances.

Terms and Conditions may change without prior notice.



LOT 8, 25th FLOOR,
THE GARDEN, MID VALLEY CITY,
LEONG SAN YEE PUTRA
JOM KUALA LUMPUR, MALAYSIA
TEL: 601 221 880 FAX: 601 221 881



EMERSON ROAD #11,
TAMBAK JAYA, BOHJA HILIR, KUALA
TEL: +60 3 2040 6673 +60 3 2040 6673

Open to Public



Mercedes-Benz

Genuine Mercedes-Benz
Parts carry 2-year
manufacturer warranty
on parts replaced at
Hap Seng Star

3rd-15th October 2011

Mon - Fri: 8.30am-5.30pm
Sat: 8.30am-12.30pm

Venue:

Hap Seng Star Kinrara Autohaus
Service Centre

GPS Coordinate:

N 03° 3.320' E 101° 39.336'



Hap Seng Star

Authorised Mercedes-Benz
Sales and Service

Terms & Conditions:

Promotion applies to selected parts for older Mercedes-Benz Model Vehicle (1992-2009) only. Parts sold without installation at Hap Seng Star do not carry 2-year warranty. Parts sold are not returnable nor exchangeable. Payments by cash or credit card only. While Stocks Last.

10-Minute Service Pledge



Get **FREE**
GSC Movie Voucher x 2
OR
KFC Voucher x 2

If You Are Not Served By Our Service Advisor
Within 10 Minutes Of Being Registered
With Our Receptionist.

* Terms & Conditions Apply.



Hap Seng Star Sdn Bhd

Authorised Mercedes-Benz
Sales & Services

Minor Body & Paint Repair Service



Small blemishes on the exterior and interior of vehicles are inevitable over the course of the vehicle's life. In many cases such damage can be fixed with very little fuss – and without replacing entire parts. With our Body & Paint Service, we offer you the opportunity to quickly eliminate smaller dents in the sheet metal panel, stone chip in the windscreen or damage to the bumper quickly and, above all, at an attractive price. And of course you get the usual certified high quality of Mercedes-Benz.

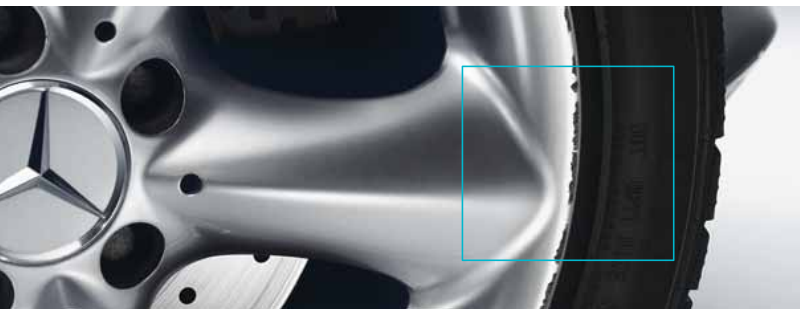
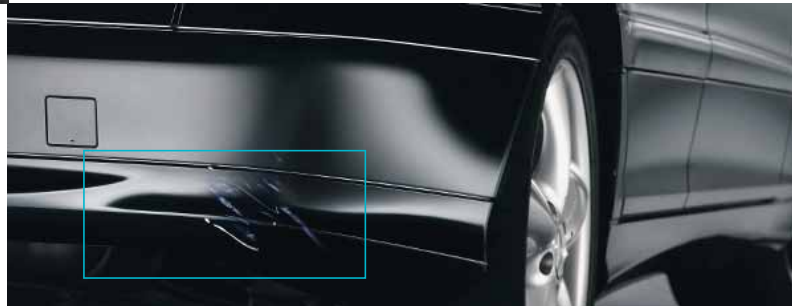


► Removing instead of replacing

Minor cracks, holes or scratches can be quickly and easily repaired instead of replacing the bumper or repainting entire body.

Small area instead of large ◀

For a small scratch in the bumper for example we do not repaint the entire component but instead just the affected spot and its surrounding section. Here's where our exact-to-the-point painting process comes into play, so that small chips in the paint do not have to be a big deal.



► Eliminating instead of replacing

Minor scratches and dents in the painted aluminium rims? No problem.

Our Minor Body & Paint Repair Service brings the old shine back and provides you with a low-cost and fast alternative to replacing the rim.



We use only Glasurit paint that defines a world-class finish.

Offer Ends 31 Dec 2011

20% Off

on All Spray Painting Jobs inclusive of labour and materials

Get Your Mercedes-Benz a New Coat of Life NOW!



Hap Seng Star

Authorised Mercedes-Benz
Sales and Service

TESTIMONIALS

Good morning Mr Tan I got your Email address from Albert Lim one of your SA's. I contacted Albert to inquire about the maintenance package and he was very helpful in providing the details & benefits of the promotion in addition to the what I have read in your brochure.

I am always very satisfied when communicating with you personally or any of your staff esp. Albert as I am confident that Hap Seng Star will always thrive to provide service par excellence.

I also would like to express my sincere thanks to every one not forgetting Gabriel for the birthday wishes,card and gift conveyed to me in April.

Congratulations to Hap Seng Star and its staff in Kinrara for establishing a philosophy and culture of top performance dedicated to clients satisfaction. We are in good and trustworthy hands!

Dato'Tan Jiak Kim, CAV 3

Dato' Peter Tang Siew Guan

8 April 2011

Hap Seng Star Sdn Bhd
4, Jalan BK 1/14
Kinrara Industrial Park
58200 Kuala Lumpur

Attention: Mr Tan Chee Hock

Dear Mr Tan,

Re: Thank you

Just a short note to thank you for the birthday gift and greetings.

The customer care and service level provided by your organization are great.

The courteous and very helpful approach of your service staff Albert Lim have made each of my car servicing experience much more pleasant

Sincerely



Peter Tang

Dear Albert,

Thank you for providing the professional and efficient services for the repairs done recently on my car. Not only am I very pleased with the services you have shown, I must applaud Hap Seng's service team for the impeccable and quality repair works! One can hardly see any tell-tale signs of damages before and my car still looks pretty brand new!

Once again, thank you for the excellent and reliable services.

Keep it up!

Cilla Foong, WUU631

Dear Mr. Tan,

I wish to thank you and also Mr. Albert Lim for providing outstanding customer service when fixing my wife's Mercedes last week. For you to personally come down to greet my driver was a fantastic gesture, and everybody else in your team have also been great - in particular Albert Lim. My driver's comments after being to your service centre was that we should have changed to Hap Seng Star long time ago, and he will surely be your best advocate towards all other drivers and anybody else who he meets, to recommend anybody to use Hap Seng star instead of the other Mercedes agent in Malaysia.

As mentioned over the phone, I have been driving numerous Mercedes cars in several countries in Asia during my past 33 years in this region, as I like Mercedes cars. While Mercedes services was fine e.g. in Thailand, I have during my 17 years in Malaysia (three postings, always with a Mercedes) had many bad experiences with Mercedes service. I have in particular during the past year had several bad experiences, and therefore, although my wife's car has only driven less than 33,000 km and has been kept in sterling condition, always parked in a covered carpark, and should be able to run for many, more kilometres, I was seriously considering to change to another brand of car for her, because of poor service, and had made up my mind to never again buy a Mercedes in Malaysia. However, with the very positive experience at Hap Seng Star last week, we will keep the car and in due course upgrade it to a new Mercedes from Hap Seng Star, and we are now also likely to change other family cars to Mercedes.

Thanks again for providing what truly excellent after sales service and customer care should be like.

Best regards

Niels J Holm, WKY2632

Hi Mr Wong

I am a customer of your Hap Seng centre in Kinrara. I have been servicing my car there on a regular basis for at least the last four years. I understand that you are the boss in charge. I would just like to let you know that your Service Advisor, Ms Agnes Yee has been most helpful and professional whenever my car needs attending to. She is a credit to your organisation. Put it simply, I would not have been servicing my car at Hap Seng Kinrara nor probably even driving a Merc if not for her. Thank you.

Ng Chih Kaye, WPM6023

Agnes is very good. She updates customer and takes trouble to explain in detail to customer so that the customer can understand even technical aspects.

Andy Low, WSW5177

Thank You!

HAP SENG STAR LIFESTYLE

Every once in a while, we indulge in an occasional luxury. A week in Cannes, the limited edition Croco Hermes Birkin or that bespoke wool suit from Granoff. To obtain luxury is one grand feat but the maintenance is a different story.

There will be the element of gradual wear and tear, even for the most indestructible matter. Even your gold Rolex will require the occasional servicing. Now if you'd pay top dollar for your objects of desire, would you skimp onto the maintenance of it?

This is where the oxymoron lies. I had a friend who drove his luxury sedan (about the size of a small boat) with the glow of a proud owner but sends it for servicing to unofficial service shops of shoddy repute, in the grand name of economy. When he decided to give the car to his nephew and brought the young man for a celebrative spin, the automobile broke down in the middle of Kuala Lumpur's legendary traffic jams and had to be frantically rescued by a passing tow truck, much to the pair's dismay. Later, at yet another different repair shop, the car had to be referred to the original brand service centre as the situation was highly technical (as luxury cars are).

Upon inspection, the whole massive hiccup was due to a succession of sub-standard parts, recycled fluids and just plain bad workmanship. Discovering a still-intact piece of rag cloth (a souvenir of the last servicing, one presumes) stuck between the chassis did no justice and in the end, the poor owner had to fork out almost triple than what he would have spent on a decent work at the official service centre. Having the bewildered nephew witness the whole mess made it even worse.

Which is why I send my humble E Class to Hap Seng Star Kinrara, at the recommendation of a friend. A neophyte Mercedes Benz owner, I needed guidance on the care of car of such refined calibre. Honestly speaking, I am still yet to discover half of the buttons on the dashboard. But the standard and qualification of the technical staff puts me into immediate ease as I felt the assurance of a proud father sending his firstborn to college.

"It costs a bit of money because it saves money", said my uncle Raja Kassim Raja Kamaralzaman about the tender loving care of his vintage soft top Mercedes. "You cannot necessarily put a price tag onto the comfort and assurance of a highly-sophisticated piece of machine like the Benz", he added.

But when it comes to the friendly faces, the stalwart professionalism and the impeccable service where the staff is as warm as the menu of the hospitality corner, THAT I believe - is totally priceless.



LUXE LIFE
by Mansor Tun Abdul Aziz



HAP SENG STAR SERVICE STORY Emran Ismail

Emran Ismail, 52 – professional, society figure, family man and proud Mercedes Benz owner is one personality who appreciates the finer things in life. Here he shares his views about his choice of service centre and what differentiates the average from the exceptional.

Q: HOW LONG HAVE YOU HAD YOUR MERCEDES-BENZ AND HOW LONG HAVE YOU BEEN SENDING IT TO HAP SENG STAR KINRARA?

A: I have had it for approximately seven years and I have been sending it there since Day One.

Q: WHAT DO YOU FIND ENDEARING AT HAP SENG STAR KINRARA?

A: The level of personalized service! From the hospitality counter to the cleanliness of the technical work area, I believe there should be more centres like this. The team here is obviously well-trained and updated in the matters of the heart and hardware.

Q: WHAT IS YOUR IDEA OF EXEMPLARY CUSTOMER RELATIONS?

A: Having hailed from a corporate and banking background, I have always uphold the added value and efforts that service industry players extend. In a world where there's always a new pup nipping at the heels, there should be creative and productive ways of achieving service excellence. An exemplary customer relation is when the player exceeds customers' expectations.

I really appreciate the extras that I enjoy at Hap Seng Star Kinrara, like the events and promotional updates. Recently, I had the privilege of attending the Mercedes-Benz Driving Experience 2011 at Sepang. It was a very enlightening yet educational session that taught me more about my Mercedes-Benz and its many capabilities.

To those out there, I highly recommend these sessions. It was worth the Saturday day out. Be a part of the Hap Seng Star Kinrara family and enjoy this and much, much more.