



**KING LONG**  
**ALWAYS ON YOUR WAY**



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We are Proud to have you as part of our family and wish you and us  
a long and prosperous relationship. Please remember that :  
*"The difficult is what takes a little time; the impossible is what takes a little longer"*  
- Fridtjof Nansen



Established in 1988, Xiamen King Long United automotive Industry Co.,Ltd. (here in after referred to as King Long ) engages in bus coach design, manufacturing and sales; King Long has an independent R&D centers, marketing center and three manufacturing buses. R&D center is a state-certified technological research and development center with more than 600 design engineers. There are three manufacturing bases - Middle and Large Bus & Coach Manufacturing Base in Xiamen, Mini Van Manufacturing Base in Xiamen and Public Bus Manufacturing Base in Shaoxing. King Long has a total annual production capacity of 50 000 buses with 20 000 middle and large buses ranging from 6m to 18m and 30 000 mini vans below 6m.

Through 29 years efforts since 1988, King Long has sold over 360 000 buses and coaches, and ranks the first among the Chinese bus manufacturers. In addition to product provision for more than 600 transportation companies and self-employed entrepreneurs in mainland China. King Long has exported buses to more than 130 countries and regions world wide including Britain, France, Germany, Italy, Sweden, Malta and other EU countries.

In 2016, King Long sold 33 000 buses of various types, with sales turnover exceeding RMB 8.67 million, Includingan overseas sales turn over of over RMB 2.1 billion.



### **King Long South Africa**

King Long SA's, main mission is directed at protecting the interest of their clients and dealer partners.

Our Taxi's will be the King of our South African Roads. We will develop/build the *IBHUBEZI/MAKOYA* to be the most trusted BRAND of Chinese imported vehicles in South Africa ,with established and trusted after sale service network that will be available to our clients.

By being part of the King Long family, you will be partnering with an importer who has extensive knowledge and understanding of importing motor vehicles and also being part of a highly successful dealer network in the current retail of Chinese Taxi's in South Africa.

King Long SA is committed to growing the Brand in South Africa through our dealer partners by establishing selected dealers in selected areas and ensuring profitability, longevity, and our commitment of our partners.

King Long SA has invested in a state of the art spare parts warehouse and the appointment of an expert team to ensure the clients after sales service experience is at the highest level at all times.

We at King Long SA will be visiting your dealership on a regular basis to ensure that our communication channels are open and clear and to ensure we attend to your additional needs that you may have from time to time.

Looking forward to a long & lasting relationship.

The King Long SA Team.





# DEALERSHIP FOOT PRINT

**KING LONG**

The dealership agreement, you will be signing, is the formal beginning of our journey as partners to a common goal of achieving great success. This will be key to growing our Brand and acquiring a larger territory of our *taxi's* as a well established premium and trusted Brand.

This agreement is structured around regions of territorial ownership in order to protect you as our partners in maintaining a profitable dealership by giving you exclusivity in your territory.

As your partner we will ensure that you will not be left alone in your respective territory but that you have the expertise and guidance of our *Taxi* team. Having a good understanding of your territory and the needs of your customers, we will assist you with your marketing & sales strategy in order to maximize our market penetration in your territory.

We cannot wait to commence our mutually beneficial journey in your territory and await your signed dealership agreement with great anticipation.



# KING LONG AFTER SALES



The taxi's comes standard with a 2 year / 60 000km warranty with an option to top up to 3 years or 100,000km.

Your customer has available a road side assistance plan in the event of a breakdown which is available country wide by King Long S.A after sales department.

The Taxi non-stop: This is a courtesy vehicle which may be available to any *IBHUBEZI/MAKOYA* owner in the event of his/her vehicle having to stand longer than 48hours in any of our nationwide dealerships or service centers.

The taxi spare parts pick rate will be in excess of 93% and ensure you as our dealer partner that you will receive the spare parts ordered as per our ordering requirements within a maximum of two working days.

Having an in-depth understanding of the Taxi Industry we understand that spare parts pricing and availability is vital to any Taxi dealer/owner. We promise the industry to have the most competitive prices at all times.



# CORPORATE IDENTITY



## SPECIFICATIONS

PYLON WITH CHROMADEC  
DRATED WHITE WITH PERSPEX FABRICATION  
& FLOURESCENT LIGHTS

SIZES:  
5 000MM x 1 800MM  
NB: DOUBLE SIDED



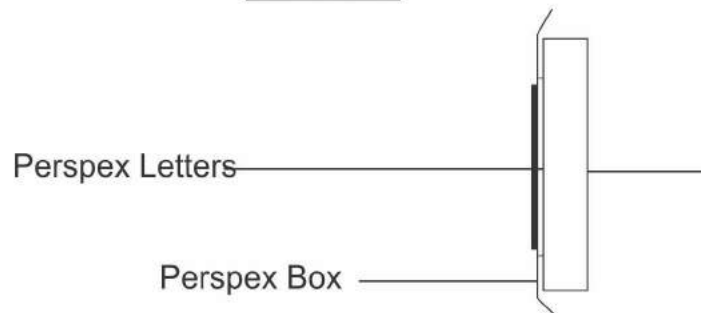
# CORPORATE IDENTITY

## Dealership Signage

FRONT VIEW



SIDE VIEW



### Specifications:

Length : 4m  
Height : 1.2m



# CORPORATE IDENTITY

## DOCUMENT FOLDER



## LETTERHEAD - SAMPLE



## BUSINESS CARD - SAMPLE



# CORPORATE IDENTITY

IBHUBEZI POSTER  
FOR SNAPPER FRAME



SNAPPER FRAME



TELESCOPIC BANNER



SHARK FINN BANNER

# CORPORATE IDENTITY

LIGENCE DISK - SAMPLE



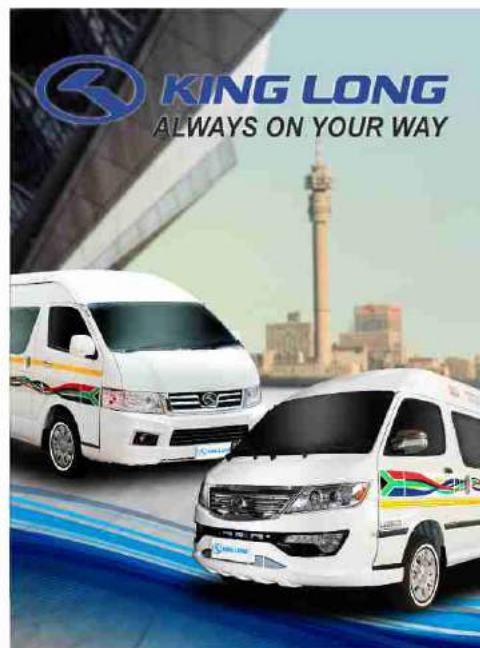
KEYRINGS



BROCHURE STAND



BROCHURE







***KING LONG***  
CORPORATE IDENTITY HANDBOOK

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