

# Automotive Dealers Performance Excellence through

## Green & Safe

### Program



#### DEG

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### Contact Information

#### DEG

Kämmergasse 22  
50676 Köln Germany  
PO Box 10 09 61  
50449 Köln  
T : +49 221 4986-0  
F : +49 221 4986-1290  
Website : [www.deginvest.de](http://www.deginvest.de)

#### DEKRA WIT (Hangzhou) Certification Co. Ltd.

17th floor No. 588 Jiangnan Avenue,  
Binjiang District  
310052 Hangzhou, China  
T : +86 (571) 8771 1501  
F : +86 (571) 8771 1515  
Website : [www.dekra-wit.com](http://www.dekra-wit.com)

#### ASSIST

Level 5, A&V Crystal Tower  
105 Esteban St., Legaspi Village,  
1229, Makati City,  
Philippines  
T : +632 403 8668  
F : +632 403 8358  
Website : [www.assistasia.org](http://www.assistasia.org)

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## Project Brief

In 2009, China surpassed the USA as the largest passenger car market in the world, in terms of the number of vehicles sold. According to the China Automobile Dealers Association, there are more than 13,500 authorized dealers for passenger cars. To meet increasing demand, all car manufacturers face the challenge of consistent high level of sales and service performance.

There is a huge need to train car dealers and auto repair shops in establishing proper facilities for dealerships. To become competitive, dealers must focus on several areas such as setting up of standards for establishing outlets and repair shops considering energy efficiency, waste disposal, recycling programs, health and safety aspects in handling hazardous substances.

Primarily focused on sales, auto dealers, even representatives of dealer networks and regulators, manifest lack of awareness on suitable environmental and safety regulations. No proper guidance and supervision for an environmentally and socially sustainable automotive car dealership and auto repair shop development is currently in place.

With its international and local experience both in car dealership inspections and environmental management systems, the Hangzhou based German-Chinese Joint Venture DEKRA WIT will address these challenges by implementing a PPP project to mainstream "Green & Safe" practices in the Chinese automotive dealers and repairs sector.

## Project Activities



**Promotional Campaigns and Forums:** Develop and distribute promotional campaign materials and visual aids to stress the need and importance of "Green & Safe" practices.

**Multistakeholder Group Discussions:** Conduct group discussions among NGOs, academic institutions, government agencies, and subject matter experts to identify improvement of auto dealership in the areas of environment, health & safety.

**Awareness Trainings :** Hold awareness trainings inviting at least 100 dealers and multistakeholders from the automotive industry to create interest and disseminate the information rapidly among the dealers.

**Special Learning Package :** Develop a learning package that contains technical (focusing on environment, health & safety) and non-technical (focusing on negotiation skills, customer service, communication, etc.) materials.

**Train the Trainer Workshops :** Using the special learning package, train at least 100 local trainers in multiple locations to build capacity and establish multiplier effect.

**Green & Safe Guideline:** Develop a specific guideline on technical areas and distribute to all dealers for implementation.

**E-Magazine:** Create an online monthly magazine for updating and sharing of best "Green & Safe" practices among dealers.

**E-learning Kit:** Develop and distribute to at least 200 dealers an e-learning kit to assist companies in self implementation of the practices.

**Quarterly Reviews:** Invite all the dealers that implemented the Guideline to a review session to get feedback, share lessons, and get inputs on further improvements.

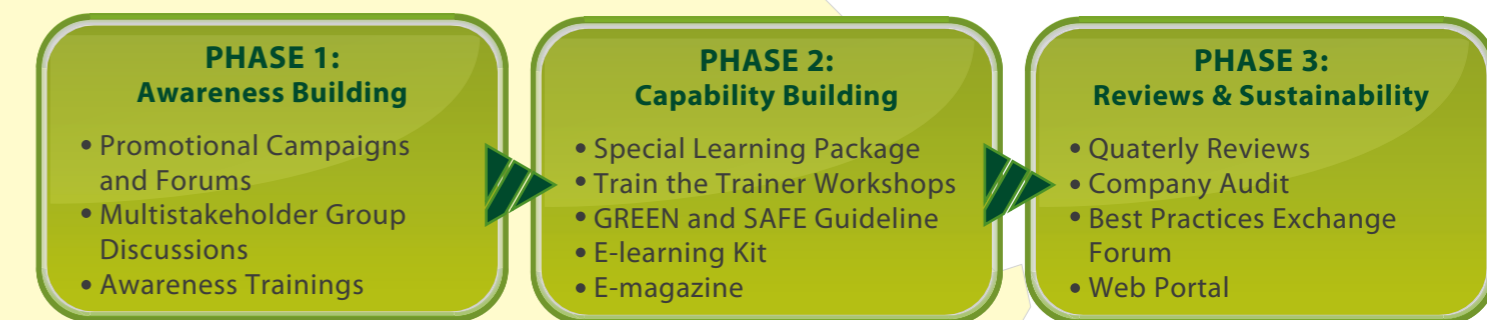
**Company Audit:** Conduct an audit, after 3 months of implementing the Guideline, on at least 10 selected dealers. Certificates will be awarded to dealers that pass this audit.

**Best Practices Exchange Forum:** Hold a forum among stakeholders to share and exchange best practices and to showcase ideas on the processes implemented.

**Web Portal :** Launch a website that will contain all information and updates on "Green & Safe" program for dealers.



## Methodology



## Benefits

The project's development agenda is to establish structural impact on the automotive dealers. Some major benefits are free participation and access to the following:

- Free Public Training
- Promotional campaigns, awareness trainings, and multistakeholder group discussions
- Special Learning Package
- Green & Safe Guideline
- Train the Trainer Workshops
- Body of Knowledge, E-learning Kit, E-magazine, Web Portal
- Company Audits and Quarterly Reviews
- Best Practices Exchange Forum

