

White Service: new format, new services, new stage of development

Moscow, 17 March 2011 – “White Service”, the federal servicing network for post-warranty cars, to open its first brand new format station. The station is located at Dmitrovskoe shosse in Moscow suburbs (village Vinogradovo).

The new station does not depend on any dealership business and completely goes in-line with the European format of express-service stations. To implement European technologies successfully, “White Service” created a partnership with KwikFit, the leader of the European market of express servicing. Partnership agreement for 10 years was signed in February 2010. KwikFit formed a special team which provides “White Service” with its experience in fast-service technologies and business processes organization. “White Service” also benefits from ROLF Group 20 years experience in automotive business and, consequently, can successfully execute adaptation of European technologies in the Russian market.

“ROLF was one of the first companies to start building a civilized automotive market in Russia, - says Igor Salita, Chief Executive Officer of ROLF Group. – “White Service” is a strategic project for our company and an important step on this way which allows us to change post-warranty car owners’ perception of high quality and reliability for”. It should be underlined that the station opened is the property of ROLF Group.

Simultaneously with the opening of the brand new station “White Service” launched new servicing programs for its customers. The key advantage of these new programs is price reduction which reaches 20% compared to the initial price-lists. It allows “White Service” to be competitive with non-authorized service stations and attract owners of 5-7 year old vehicles. Price reduction is obtained owing to new suppliers which are well-known worldwide spare parts producers.

«The need for high quality servicing for after-warranty cars in Russia was always obvious for ROLF and the first year of “White Service” operations confirmed this, - says Dmitry Rotkin, ROLF Group Business Development Director and the leader of “White Service” project. – The launch of new programs and the reduction of prices will allow delivering the highest quality of servicing to wider audience of motorists”.

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