

ZX READY to roar



ZX Auto is the latest of the Chinese manufacturers to enter the competitive South African fray

A BAKKIE INSIGHT IN ASSOCIATION WITH ZX AUTO SA

Don't think anyone will disagree with someone who says that Chinese manufacturers are a dime a dozen these days. The contentious point will only enter the conversation when these manufacturers' competence is brought into question.

There are many Chinese carmakers in South Africa and the majority of them are fairly recent additions to our market. However, some are not quite up to scratch yet in terms of quality and technology, while others are and provide fantastic service on top of that.

And this is where ZX Auto comes in. One thing that is certain is that the majority of Chinese manufacturers are catching up to the rest of the world at a rapid rate. New to South Africa, ZX Auto falls firmly into the upper echelon of Chinese car firms.

ZX Auto China was established back in May

of 1991 with three shareholding companies and a capital amount close to \$30 million. Fast forward almost 20 years and ZX Auto finds itself in South Africa, where L and L Investment Holdings imports the ZX vehicles.

L and L then opened up the Zhongxing South Africa Motor Holdings and this is where the local story begins. Trading as ZX Auto SA, Zhongxing has had the chance to watch other manufacturers come out of China and attempt to succeed in South Africa over the past few years and importantly, ZX has learnt from both the successes and failures of these companies.

Trevor Thomas, the man who's heading up the ZX Auto SA side of things, plans on making sure the brand is no flash in the pan, either.

Take into account his 15 years of experience in the automotive industry that saw him become the GM of Chana South Africa

and a consultant for JMC China, as well as his homologation and import exploits, and you might be inclined to agree.

Thomas was in fact that first person to homologate a Chinese vehicle in South Africa and has been moving ever higher since.

With the likes of the also-experienced heads of Spider Loubser, Chris Orban and Wilma Loubser to add to Thomas' extensive expertise (the team has 100 combined years of experience in the auto industry), ZX certainly starts to look as if it has the right people in the right places to make it succeed.

But that's enough business for now, what is this company actually doing? At the moment ZX can offer its customers two vehicles. The one most likely to firm the brand's staple diet is the ZX Grandtiger that we got behind the wheel of, but the Landmark SUV is also likely to make quite a splash in the local market.