

Furthermore, with the Mitsubishi and Nissan engines that power these things and the Toyota chassis that lie beneath them, ZX is definitely providing a very capable vehicle for the price. With prices of the current range starting at R179 900 for the Grandtiger 2.4 Petrol Double Cab 4x2 and extending to a mere R244 900 for the range-topping Landmark SUV 3.2 Tdi 4x4, ZX is aiming its cars right where it'll hurt the opposition.

Both vehicles recently tackled a challenging off-road day at ZX's flagship dealer in Wonderboom to prove their worth. As you can see, the obstacles were by no means child's play either.

Possibly the biggest concern of any potential customer of Chinese manufacturers new to South Africa is that of dealerships, but this is a concern that has been effectively allayed by ZX.

See, while numerous dealerships put the customer at ease, they require massive

capital outlay and with that comes financial strain on the manufacturer. For this reason, ZX has taken the partnership route in terms of dealerships.

What this means is that any ZX vehicle can be serviced by RMI-approved facilities nationwide. According to Thomas, "This enables us not to be forced to open up dealerships everywhere to look after sales and in the process kill the sales network."

"Dealers need to be profitable to sustain any sort of plan," Thomas adds. "Dealer profitability ensures importer profitability."

Another of ZX's partnerships is with Warranty Solutions, which means that all ZX vehicles come with a comprehensive three-year 100 000km warranty as well as an optional service plan.

In fact Orban, who is head of after-sales, has 26 years automotive experience and in the last three years alone has

homologated 80 vehicle models from as far afield as Europe, the United States, India and China. He works hand in hand with ZX International to develop the vehicles according to market requirements and demands and he continually improves ZX's product and back-up with trips to the international company. An integral part of the organisation, Orban, along with the rest of the ZX team, personifies just how serious this manufacturer is about that side of the business.

ZX states quite simply, and confidently, that it knows its products are superior in their respective price brackets and that through its strong dealership and warranty partnerships it will achieve its goals. With high standards of both product and after-sales quality, ZX is doing things differently in South Africa and therein lies the secret to its impending success.

