



## **SAAB**

- a short competitive intelligence analysis -  
July 2013

Prepared by Cameron Horn  
on behalf of  
Simply Smashing Auto Body Repairs

## **Overview**

The Swedish parent company of SAAB was declared bankrupt in December 2011. SAAB Australia entered voluntary receivership in January 2013.

The international parts division of SAAB continues, with parts manufacture severely cut back, to a point where SAAB spares are described as in “shortage” and SAAB owners and repairers commonly having to resort to non-genuine, “after-market” parts.

Most of these parts are of Chinese origin and of varying quality.

Comparing web statements from SAAB preferred repairers with statements from non-endorsed SAAB repairers, the international SAAB parts distributors may be forcing non-endorsed repairers to rely on non-genuine parts, thus giving endorsed repairers a marketable edge.

Alternatively, there may be a genuine worldwide shortage of SAAB parts, affecting all repairers.

Repairers report that sourcing the best quality Chinese after-market parts suffices in repairing SAAB vehicles to manufacturer’s standards.

On August 31, 2012, Hong Kong company NEVS purchase the bankrupt estate of SAAB Sweden. It is reported that NEVS plans to resurrect the SAAB brand maintaining the SAAB edge in innovation, by releasing an electric propelled SAAB 9-3, in early 2014.

Looking ahead, accident and mechanical repairs of currently-owned SAAB vehicles will provide some limited demand for specialist, endorsed SAAB services.

However, the brighter light could well be the resurrection of the brand by NEVS, increasing the exposure and popularity of the SAAB brand, and quite probably, improving the availability of genuine and/or good quality after-market parts, made under more direct scrutiny in China.

The new SAAB entity under NEVS, appears to be upholding the SAAB tradition of engineering excellence, which could very likely result in a licence given on the Chinese mainland to produce genuine SAAB parts to the stringent standards SAAB has historically demanded.

With this as a likely scenario starting mid-2014, it would seem a good time to make enquiry of SAAB mid-2013, about becoming a SAAB-endorsed body repairer. There does not appear to be any specialist mechanical repairers in the Newcastle-Hunter region, and few in the northern suburbs of Sydney (Artarmon, Hornsby, Killara, North Parramatta). There does not appear to be any SAAB-endorsed body repairers in Sydney, Central Coast, Lake Macquarie, Newcastle or the Hunter regions.

The downside of applying for SAAB endorsement is, who to approach for endorsement? SAAB Australia, formerly officed in Melbourne, has now been closed.

This leaves the major SAAB genuine-parts distributor in Australia, SAAB Automobile Parts AB, as the main point of contact. There does not appear to be any physical presence for this company in Australia and the only point of contact is through an email facility at:

<http://www.saabparts.com/en-au/australia/the-company/contact-us/owner-enquiry/>

The other channel of opportunity to build a reputation as a SAAB body-repair specialist is through direct approach to the SAAB dealers and mechanical repair specialists, listed on the SAAB parts website.

This list can be found in the appendix.

Such a move to network with established SAAB dealers and repairers, places the Auto Body Repairer in a good position to be considered for official endorsement as a specialist SAAB repairer, once the SAAB brand is resurrected by NEVS in a year's time.

Another course of action might be to contact NEVS directly in Hong Kong. An email contact page is available at:

<http://www.saabcars.com/en/>

A list of directors is available at:

<http://www.saabcars.com/the-company/about/>

No sales-marketing director is named as yet.

### **Conclusion**

It would appear to be something of a risk to enter into partnership with a company which has, for all intents and purposes, died the death by bankruptcy just a short time ago, particularly since their Australian presence has been removed as recently as just a few months.

However, the risk is not a particularly costly one, and should the future pan out as NEVS is anticipating, the connection with SAAB could reap decent rewards.

A marketing drive towards networking with current SAAB service providers in Sydney and Newcastle would seem to be the most sensible way forward.

Email contact with SAAB Auto Parts AB and with NEVS is also advised.

## Appendix

### Quotes:

Hong Kong-owned National Electric Vehicle Sweden (NEVS) purchased the bankrupt estate in September 2012, **and plans to resurrect the Saab name in 2014 with an EV based on the old Saab 9-3.**

<http://www.caradvice.com.au/207144/saab-australia-closes-doors/>

NEVS acquired the main assets of the Saab Automobile bankruptcy estates on August 31, 2012 and is **currently looking to start production of the Saab 9-3 in the second half of 2013 before launching its first electric vehicle, planned for early 2014.**

<http://www.caradvice.com.au/207228/saab-strengthens-chinese-ties-with-290m-partnership-deal/>

Wednesday, 8 May 2013

## Parts AB reports increased 2013 first quarter sales

- Saab Automobile Parts AB shows an increase in sales during the first quarter compared with the same period in 2012
- Net sales increased by 24 percent and operating profit amounted to kSEK 35,964
- The company continued to expand its business during the period by starting subsidiaries in Norway and Finland and has also strengthened the network of Authorized Repairers

<http://www.saabparts.com/en-au/australia/the-company/news/latest-news/newsroom-item-render-page/?nrpid=4573>

*Authorised Saab repairers are listed at:*

<http://www.saabparts.com/en-au/australia/the-company/autorised-repairer/dealer-locator-list/>

Dealer	Address	ZIP	Phone	e-mail
<b>NSW</b>				
Commonwealth Motors Saab	158 Melrose Drive, Phillip	ACT 2606	02 6121 2800	<a href="mailto:service@commotors.com.au">service@commotors.com.au</a>
Alec Mildren Saab	22 Cleg Street Artarmon	NSW 2064	02 9906 1360	<a href="mailto:reception@mildenprestige.com.au">reception@mildenprestige.com.au</a>
McGrath Parts and Paint	Moorebank Ave, Moorebank	NSW 2170	02 9602 322	<a href="mailto:parts@acmcgrath.com.au">parts@acmcgrath.com.au</a>
Kensell Saab	2-4 Bourke Street, Tamworth	NSW 2340	02 6766 6699	<a href="mailto:service@kensell.com.au">service@kensell.com.au</a>
Milano Parts & Service	1 Junction Street, Lismore	NSW 2480	02 6621 8084	<a href="mailto:service@milanomotors.com.au">service@milanomotors.com.au</a>
Pro-Care Pty Ltd	280 Peisley Street, Orange	NSW 2800	02 6362 4077	<a href="mailto:steve@centralwestbrakes.com.au">steve@centralwestbrakes.com.au</a>

*Specialist Saab Auto Body Repairers:*

**EUROSERVE**  
EUROSERVE KILLARA 9418 1111 ~ EUROSERVE HORNSBY 9477 3782  
European Vehicle Specialist ~ Service, Repairs, Diagnostics

Audi, BMW, Mercedes Benz, Peugeot, Volkswagen, Volvo and Saab ~ Diagnostics, Service and Repair Specialists

**EUROSERVE**  
AUDI, VOLVO, SAAB  
BMW, MERCEDES & VW

We are an Independent Dealer Alternative.  
Genuine & 'Aftermarket' Parts.  
Latest diagnostic and repair equipment.  
Modern 10 bay workshop

**Savings of up to 30%**  
on the Dealer's Service Charges.

**WE WORK TO THE HIGHEST STANDARDS**

Killara Ph: 9418 1111  
Hornsby Ph: 9477 3782

2009 BUSINESS AWARDS WINNER  
2010 BUSINESS ACHIEVER AWARDS WINNER

Business Hours ----- Monday to Friday 7.00am - 6.00pm  
Euroserve are 2009/2010 back to back winners in the North Shore Times Business Achiever Awards!

<http://www.euroserve.com.au/>

Euroserve is located at: 5/ 44 Pacific Highway, Killara, NSW Ph: 9418 1111  
Rear 8 Galston Road, Hornsby Ph: 9477 3782

Our Modern 10 bay workshop specialises in Audi, BMW, Volvo, Mercedes Benz, Volkswagen & Saab

*Quotes from Saab preferred repairer in Sydney's North Shore:*

<http://www.euroserve.com.au/saab-service.html>

*"Here at Euroserve we carry a range of genuine and OE (original equipment) parts, much of which we now have to import from Europe or the USA since the Saab parts back up in Australia is so poor."*

*"In the last few years the automotive industry has been flooded with cheap inferior counterfeit aftermarket parts from China and other Asian countries. These components are fraught with danger and many catastrophic failures have occurred. With the shortage of original Saab parts these are commonly seen as an alternative. Here at Euroserve, we do not use these parts. Our aim is to give, you the customer, genuine savings on quality service and repairs compared to the Saab dealers, using genuine or quality aftermarket parts. Obviously we will never be able to compete on price with workshops using cheap parts and inferior equipment."*

# SAAB *Serve*

home | performance | service | spare parts | service team



## Australia's Leading Independent Saab Service Specialist

Saab Serve Pty Ltd - phone Sydney ☎ 02 9630 2795 - is a dedicated, 100% Saab Service, Parts and Performance business.

Saab Serve has a range of tested and proven performance products designed to enhance the driving pleasure of your Saab.

Saab Serve is a fully independent Saab service business. Saab Serve is not affiliated with Saab Australia Pty Ltd.

Our Customers have something to say about us. Please see our Service and Performance pages.

### Contact Information

Opening Hours	7:30am - 5:00pm
Telephone Service Bookings	☎ 02 9630 2795 International ☎ +61 2 9630 2795
Spare Parts	☎ 02 9630 2796 International ☎ +61 2 9630 2796
FAX	☎ 02-9630 2887 International ☎ +61 2 9630 2887
Service & Spare Parts located at	9 Bourke St, Nth Parramatta NSW 2151 Australia
Email	Service and Sales: <a href="mailto:saabserve@saabserve.com">saabserve@saabserve.com</a>

**Saab Serve Pty Ltd ABN 85 125 205 049**

<http://www.saabserve.com/>

Saab Service and repairs at North Parramatta.

Not endorsed or affiliated with Saab Australia at all. They flag this with some pride on their website.