

**SEYLAN Colombo MOTOR SHOW** 12<sup>th</sup> Consecutive year **2019**  
**NOVEMBER 8-9-10**  
 @ BMICH 10AM - 10PM  
 A TURBOCHARGED EVENT FOR THE AUTOMOTIVE INDUSTRY  
 WWW.COLOMBOMOTORSHOW.LK

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# Best Technical Solutions for Your Car Delivered Reliably by Sterling Aftercare Centre

By Randheer Mallawaarachchi

Sri Lanka's most popular motor exhibition, the annual 'Seylan Colombo Motor Show 2019' is scheduled to be held on the 08th, 09th and 10th of November at BMICH. Sterling Automobiles Lanka Pvt Ltd – a pioneer in the automobile after-sales services sector – plays an invaluable role for the success of this event, contributing as the 'Official Automobile Aftercare Partner'. The excerpt of a conversation carried out between a representative of Sterling Aftercare Centre-Udahamulla is presented accordingly.

## COULD YOU SHARE YOUR THOUGHT ON THE CONTRIBUTION OF STERLING AUTOMOBILES AT THIS YEAR'S SEYLAN COLOMBO MOTOR SHOW?

Yes, seeing that this is an annual event, it won't be complete if Sterling Automobiles did not play a leading role, both at the forefront and behind the curtains. However, the company has the honor of participating for the event this year as the 'Official Automobile Aftercare Partner'. The event is sure to dazzle motor vehicle enthusiasts on the three consecutive days (8th, 9th and 10th), and Sterling Automobiles graciously invite the curious public to come and engage with the company through the established stall.

## WHAT WOULD BE IN STORE FOR THE PUBLIC, IF THEY VISIT STERLING AUTOMOBILES' STALL AT THE MOTOR SHOW?

Motor vehicle enthusiasts of all calibers will be able to receive insights into the automobile world while receiving firsthand experience of the latest technologies which have been introduced. Sterling Automobiles is committed to spread the wonder of the industry through the expert specialists and technicians that are enlisted within the ranks. Furthermore, those who are in need will be able to receive the much-needed mechanical



solutions for problems which affect their personal vehicles.

In addition to the technological enlightenment, the company plans on spreading awareness regarding the services rendered by Sterling Automobiles; which are mainly maintenance services, accident and mechanical repairs and all other after-sales services. Those who are willing to be members of the Sterling family will be registered under the company's customer database during the three-day period. Those who get registered within those 3 days will be entitled for special benefits and discounts, when they seek the company's services.

Furthermore, certain interesting competitions are scheduled to be held, and Sterling Automobiles has plans to award alluring prizes for those who win.

## DOES STERLING AUTOMOBILES PROVIDE SPECIALIZED SERVICES FOR NON-STERLING CUSTOMERS AS WELL?

Yes, and that is a fact which needs special emphasis. Even those who aren't regular customers are entitled for the full-service, mechanical repairs, spare part acquisition and other after-sales services.

Sterling Auto Clinic, a service workshop is scheduled to be held on the 9th and 10th at the Sterling Aftercare Centre, Narahenpita, aligned to the Seylan Colombo Motor Show-2019. This is an endeavor which initially kicked off from 2018 onwards. This bi-annual workshop is offered to the public free-of-charge. Both Japanese and European model owners can participate at this event and get an engine scan and vehicle inspection done free of charge. Both Sterling and Non-Sterling customers are graciously invited to take part



and exchange of oil. Additionally, another Aftercare Centre is scheduled to be opened by the end of 2020.

## ARE THERE ANY VACANCIES AVAILABLE AT STERLING AFTERCARE CENTERS?

We have intentions of opening a new branch at Ratmalana in January 2020. Several vacancies are available to settle the workforce requirement of that particular branch.

Those who visit us at the Seylan Colombo Motor Show-2019 can receive further details, and are able to submit the relevant filled documentations for the personal on duty. Furthermore, additional details can be requested upon dialing our quick response hot-line number 0117 600 800.

On the other hand, applications can be forwarded to the address Manager (Human Resource), Sterling Automobiles Lanka Pvt. Ltd, No.385/45, Major Wasantha Guneratne Mawatha, Mahara, Kadawatha or to the email cv@sterling.lk.

The requirements for the available 'Motor Mechanic' vacancies are simple; the candidate should possess NVQ Level 4 Motor Mechanic certificate, prior experience with repairing hybrid and electronic automobiles and a valid driver's license. The requirements for the available 'vehicle cleaner' vacancies are those who have prior experience serving under a vehicle service center. Those who have no prior experience can apply for the post of a 'Service Assistant'.

within this event.

As expected, those who register at this workshop will be entitled for the same benefits and discounts as mentioned earlier.

## WHAT SERVICES DOES THE STERLING AFTERCARE CENTER PROVIDE THROUGH ITS ISLAND WIDE NETWORK OF BRANCHES?

Sterling Aftercare branches are established in Mahara - Kadawatha, Udahamulla - Nugegoda, Dunugaha - Minuwangoda and Galle. The services offered are not limited for those who are in possession of the Sterling Aftercare Guarantee Certificate. It gives coverage for each and every interested party, providing a comprehensive service portfolio which include running and mechanical repairs and spare part acquisition, purchase



**FREE** Engine Scan  
 Vehicle inspection

**STERLING**  
 AFTER CARE  
 GUARANTEE



**NOVEMBER 9, 10**

**AT STERLING AFTERCARE CENTRE**  
**NARAHENPITA**  
**8.00am - 6.00pm**

**0117 600 800 | www.sterling.lk | info@sterling.lk**