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From Cologne to the Silk Road



Spies Hecker importer Svydis has helped Toyota in Kyrgyzstan to design and equip a new repair centre. Spies Hecker products have been used there since this spring with success.

With around one million inhabitants, the Kyrgyz capital Bishkek is the economic hub of this Eurasian country on the Silk Road. All global players in the automotive industry are represented there with their own subsidiaries, including Toyota. With an innovative repair centre, the car manufacturer is setting new standards in the field. Svydis won the call for tender for the paint materials used there – but not only that: "We were able to persuade the Kyrgyz Toyota dealer Perekrestok to invest in state-of-the-art equipment," says Vladimir Mashirenko, business director at Svydis. "We also participated in the planning of the new centre."



Modern paint booths are an integral part of the operating equipment in the new Toyota repair centre.

Vladimir Mashirenko: "We were able to convince Toyota in Kyrgyzstan with the combination of premium products and a strong customer service."



The Toyota Centre in Bishkek offers a total of 5,000 square metres with a spacious service area and the latest technical equipment.

Size meets experience

The Bishkek Toyota Centre was already an impressive size: In addition to a large showroom and a well-stocked spare parts warehouse, this space covering nearly 5,000 square metres offers a state-of-the-art service area, including a bodywork and painting department that meets high international service standards. In neighbouring Kazakhstan, Svydis is already successfully cooperating with Toyota and Spies Hecker's Axalta Coating Systems family brand. Since then, various Toyota centres across the country have not only been supplied with Spies Hecker products, but also benefit from a wide range of consulting and training services provided by Svydis or Axalta employees. A successful project that is now being extended to Kyrgyzstan.

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