

PDB To Sign Up 40 Workshops To Embrace Lubexperts Concept
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KUALA LUMPUR, April 8 (Bernama) -- Petronas Dagangan Bhd (PDB) aims to spend up to RM3 million to engage 40 workshops nationwide to embrace the Petronas LubeXperts concept by year-end.

Its managing director/chief executive officer, Aminul Rashid Mohd Zamzam, said PDB would expand the initiative regionally, particularly in its operations in Thailand and the Philippines.

"The exercise is expected to provide the impetus to boost our position as the total fluid specialist in these markets," he said the launch of the first Petronas LubeXperts workshop at Auto Deutsch Desa Pandan here, Monday.

The LubeXperts workshop is a platform to showcase PDB's expertise in fluid, technology and solutions by leveraging on the technology gained from its partnerships with Formula One teams and Petronas Lubricants International.

Aminul said PDB would help dealers by providing business support and solutions. He said the customers would enjoy special promotions such as instant merchandise giveaway and free car service with every four services, exclusively at Petronas LubeXperts workshop.

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