



CLIENT BACKGROUND



Auto King, headquartered in Cape Town, South Africa, specializes in used car sales and automotive-related services. Established in 2000, it was the first dealer in South Africa to be recognized as an “AA Certified Pre-Owned Dealer.” Auto King ensures quality by performing the AA 125-Point Check on every vehicle as part of this program.

The AA Certified Pre-Owned Dealer certification is granted by the Automobile Association of South Africa (AA). This

official program unites independent used car dealers and AA-certified workshops to provide buyers with reliable information and peace of mind when purchasing a used vehicle. It guarantees trust, transparency, and confidence for South African customers.

Auto King offers a broad selection of used cars, including well-known brands and the company prides itself on delivering a sales experience focused on reliability, quality, and efficiency.

CASE STUDY AT A GLANCE



<p>CHALLENGES</p>	<ul style="list-style-type: none"> · Rapid inventory turnover and frequent spec/price changes make external printing slow and impractical · Large-lot outsourcing causes waste and extra costs due to inventory fluctuations · Inconsistent print quality and color accuracy of existing multifunction printers · Printed materials failing to meet high customer standards
<p>FUJIFILM BUSINESS INNOVATION SOLUTIONS</p>	<ul style="list-style-type: none"> · Apeos C3060 with optional 3-tray module and finishing features
<p>BENEFITS AND RESULTS</p>	<ul style="list-style-type: none"> · Faster, tailored proposal production supporting negotiations · High-quality in-house printing for both small and large volumes · Significant improvement in print consistency and visual appeal of customer materials · Increased productivity and operational efficiency through insourcing · Cost savings from reduced outsourcing, enabling better budget use · Positive customer feedback leading to stronger client trust and satisfaction

THE CHALLENGES



Auto King printed proposals in-house but outsourced more visually appealing materials like brochures. However, due to rapid inventory turnover, frequent arrival date changes, and constant updates to pricing and specifications, outsourced printing often caused delays, inefficiencies, and waste, which posed significant challenges.

Car buyers place great importance on colors and brands, so high print quality for proposals, brochures, and other materials is essential. The current existing print devices struggled to produce the quality and color accuracy needed to represent the brand effectively. Inconsistencies in print quality—such as uneven color and sharpness—hindered clear communication of Auto King’s message.

Inconsistent print quality could affect customer perception and make it harder for the company to build trust. Printed materials critically influence customer decisions and foster confidence, making print quality essential in Auto King’s brand strategy. To overcome these challenges, the company sought a printing solution that delivered reliable, consistent, high-quality output and could handle diverse printing needs.

Additionally, in used car sales, a significant number of customers’ personal and confidential information related to contracts is handled, so ensuring security is essential to maintain customer trust and peace of mind.

THE FUJIFILM BUSINESS INNOVATION SOLUTION



Empowering In-House Printing with Apeos C3060

Auto King partnered with Oxbow, a trusted FUJIFILM South Africa partner, leveraging their expertise to upgrade printing capabilities and strengthen customer communication. As part of this collaboration, Oxbow recommended the Apeos C3060, a compact yet versatile A3 color multifunction printer (MFP) known for its precision, consistency, and ability to support high-volume

color printing. The Apeos C3060 proved to be an ideal fit for Auto King’s office environment, enabling in-house production of a wide range of high-quality materials—from brochures and proposal documents to posters, POP displays, and promotional materials printed on heavy coated paper.

The printer’s reliability and high-quality output made it an

ideal solution for organizations requiring speed and excellence without compromise. With this device, Auto King could promptly produce high-quality and customized proposals by itself while responding to customer requests during negotiations. Newly arrived used cars were immediately reflected in proposals, which could be printed in the required quantities whenever needed. Moreover, flyers needing large-volume printing were also produced in-house with satisfactory quality.

Beyond improved print quality, bringing printing back in-house reduced Auto King's reliance on costly external providers, granting direct control over quality, scheduling, and production processes. This shift resulted in enhanced

productivity and operational efficiency, as well as significant outsourcing cost reductions.

Moreover, the Apeos C3060 also holds international security certification (Common Criteria certification), which is an international standard design and operations of information technology security with MFPs, and alleviated Auto King's concerns regarding customers data security.

As a result, Auto King strengthened its ability to deliver superior customer service, with in-house teams swiftly creating professional materials that meet customer needs—supporting the company's ambition to uphold and elevate its brand reputation.

THE BENEFITS



Sustained Commitment to Customer Success

Following the printing upgrades and ensuring customer information, Auto King received positive feedback from its customers. Customers praised the company's attentive, knowledgeable, and friendly service and highly valued the staff's thorough and caring consultation provided during the buying process. This exceptional customer experience has strengthened loyalty and contributed to ongoing business success.

These positive responses highlight the importance of cohesive customer experiences, where high-quality communication—both in person and through printed materials—builds trust and customer satisfaction.

FUJIFILM South Africa and Oxbow will continue to strengthen their partnership and provide dedicated business support to help customers solve challenges going forward.