
Vinfast commits to the European market

Vinfast is countering rumors that the Vietnamese e-car manufacturer is pulling out of Europe. On the contrary, the company will continue to expand its position in Europe, according to a press release. Evidence of this are the recently agreed dealer contracts with Astrada Simva, the first authorized dealer in France, and with Schachtschneider Automobile GmbH & Co KG, the second partner of this kind in Germany. These agreements represent an important development in Vinfast's global strategy to accelerate sales through a classic dealership model rather than a dedicated showroom concept. In addition to further developing its dealer network in France, Germany and the Netherlands and expanding into other European markets, the company also plans to expand its portfolio of electric vehicles.

Schachtschneider Automobile plans to operate three authorized Vinfast dealer showrooms in Germany. This follows on from the cooperation with Autohaus Hübsch, which has already opened two showrooms. European customers can get to know the design and functions of the VF 6 (B-segment) and VF 8 (D-segment) electric vehicles at all dealer locations. In addition to sales, the authorized dealers act as central points of contact for customer service.

In order to strengthen trust in the brand, Vinfast has now built up a network of customer service providers throughout Europe, currently consisting of 22 technical centers, including eight in Germany, twelve in France and two in the Netherlands. The strategically positioned service centers are designed to offer a comprehensive range of services such as warranty repairs, maintenance of high-voltage systems, tire service and general vehicle maintenance for the VF 6 and VF 8 models as well as all future electric vehicles. To minimize any vehicle downtime, spare parts will be delivered up to five times a day.
(aum/av)

Images for article



Photo: Vinfast via Autoren-Union Mobilität



Photo: Autoren-Union Mobilität/Vinfast



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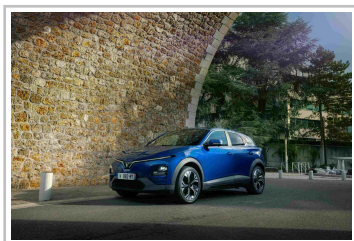


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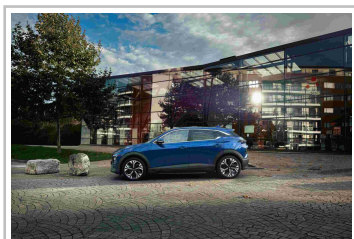


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