



HONDA Dealer

頂好本田汽車有限公司

ASCENDANT COMERCIO DE VEICULOS LTDA



移民創業，看到商機，適時轉業

自1973年7月移民巴西後，先從事進口百貨推銷，藉以認識巴西聖保羅、里約、好景市三個大都會。1976年經營兩家百貨批發店，直到1982年轉行經營旅行社，是聖保羅華僑最有信譽的旅行社。1991年巴西新總統上任，開放進口政策，看到了巴西成長的商機，馬上同時從事進口汽車業務，但由於政策改變，進口稅率從35%提升到70%，打擊所有獨立進口商，所以於1994年買入Suzuki，當時巴西第一大經銷商之經營權。另隔年，再爭取到Subaru經銷權，這期間由於巴西政權更迭、鼓勵汽車國產化，再次打擊汽車進口業務，但經過5年的申請評估後，於2003年取得Honda南區經銷權，這是頂好本田汽車經營的轉捩點，因Honda於1997年10月在聖保羅設立汽車工廠，年產量目標15萬台，也是目前巴西國產日系第二大品牌，摩托車更是獨霸巴西市場。

目前汽車產品有國產5種：FIT、CIVIC、CITY、HR-V、WR-V，進口有：CR-V、ACCORD。

科技更新，政策改變，再創新局

頂好本田目前同時經營本田及奧迪汽車，比較巴西國產車有很大差異，無論品質、性能、環保、外觀都佔有極大優勢，客人滿意度每年皆名列前茅，尤其本田汽車在維修方面滿意度均是全國第一名；在綠能方面，有酒精和油電混合及未來的電動車，將有大量投資和研發。巴西經過這幾年的不景氣，去年選上的新總統雅伊爾·博索納羅，已推出年金改革及減稅政策，並致力打貪運動及加強治安，國家漸漸走向新的革新及正確的道路上，現況是谷底回升的經濟面。頂好本田未來經營的策略是選擇新的汽車品牌，增加客戶的選擇，盼望營業額能提升並降低人事成本，佈局電動車及分享汽車的市場。



董事長 楊國憲 先生 (左)
Chairman : Mr. Kuo Hsien, Yang (Left)

負 責 人：楊國憲

地 址：Av. Nacoes Unidas, 21.621 – Vila
Almeida, São Paulo, São Paulo,
Brasil.

電 話：55-11-35859393

傳 真：55-11-35859339

推薦單位：巴西駐聖保羅辦事處 張崇哲處長

營業項目：汽車銷售、保養廠、汽車零件及配件銷
售、汽車保險、防彈車銷售、汽車貸款
服務

產品名稱：本田

Owner : Kuo Hsien, Yang

Address : Av. Nacoes Unidas, 21.621 – Vila
Almeida, São Paulo, São Paulo, Brasil.

Tel : 55-11-35859393

Fax : 55-11-35859339

Recommended by :

Escritorio Economico e Cultural de Taipei em Sao
Paulo Director, Chung-Che, Chang

Business Items : Vehicle sales, maintenance shop,
auto parts and accessories sales, auto insurance,
armored car sales, car loan services.

Products : HONDA

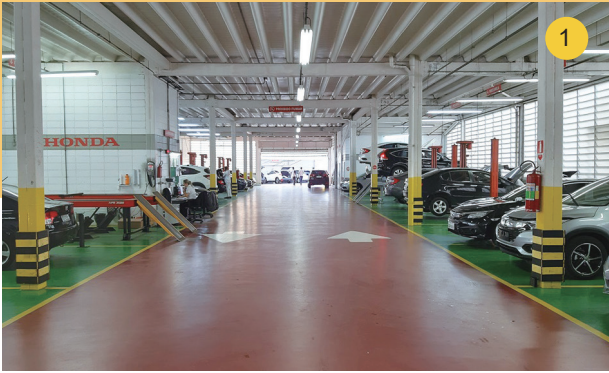
員工是公司的資產，投資於員工的工作效能以提振生產力

頂好本田的福利制度是同行中最高規格，長期以來對員工的管理以人性化為主，盡可能滿足員工對工作的需求，提供免費餐券、私人健保、交通補助等福利，並每年舉辦烤肉、聖誕摸彩餐會，以凝聚員工對公司的向心力，並鼓勵年輕員工上夜間大學，提供補助以增強工作技能。另安排員工接受Honda工廠的在職訓練，提升技術等級，並由公司提供全額補助，所以頂好本田的售後服務及銷售滿意度都名列前茅。頂好本田至2003年，導入現代化管理、制度化SOP流程、財務、人事、銷售、維修、零件、保險，各司其職，各盡其才，所以不用擔心人員流動之損失；同時也時常鼓勵員工充實自己，多學多做，獎勵分明，並支持弱勢家庭，給予適當補助，讓員工無後顧之憂。

以誠為本，堅持理想，並且參與社會公益，以促進良性循環

楊國憲董事長小時候生長在臺北市南京西路迪化街附近，在商業區長大，知道錢不好賺，錢不會從天上掉下來，所以要認命，要努力，有眼光，更要有所堅持，並秉持取之社會用於社會，以形成良性循環。做人最重要的是要有信用、誠實、謙虛，這是成功的最基本要素。

現在每年都固定於9月抵達臺灣參加世界臺灣商會聯合總會第三次聯合理監事及會員大會，最近5年經僑委會安排，每年捐助10名僑生獎助金，及贊助台商聯合總會發起的各項活動，在巴西每年也捐助殘障人士輪椅及捐助救世軍衣服及日用品，參加巴西華僑慈善基金會，贊助麥當勞兒童癌症日有十三年之久，冬令救濟等。今後將會更出錢出力，以身作則行菩薩道，回饋於社會。



Immigration and entrepreneurship, identifying business opportunities and adapting business strategy

Since immigrating to Brazil in July of 1973, I started working in import and sales for department stores. I quickly learned about the three largest metropolises of São Paulo, Rio de Janeiro and Belo Horizonte in Brazil. In 1976, I operated two department wholesale stores. In 1982, I switched businesses to a travel agency, one of the most reputable travel agencies for overseas Chinese in São Paulo. In 1991, the new president of Brazil took office, starting the new import policy. Seeing the business opportunities of Brazil's growth, I immediately engaged to start an automobile import business. Unfortunately, due to policy changes, the import tax rate increased from 35% to 70%, hitting all independent importers. Consequently in 1994, we decided to invest in a Suzuki authorized dealership, which was the largest distributor in Brazil at the time. In the next year, we were nominated to open a Subaru authorized dealership as well. In the meantime, due to the change of Brazilian regime and the promotion of nationalization of automobiles, once again the automobile import business suffered. Fortunately, after five years of negotiations, in 2003, we obtained Honda distribution rights to operate an authorized dealership in the southern region of São Paulo. This was our turning point in automobile operation, because Honda a local automobile factory in Sao Paulo since October of 1997, with an annual production capacity of 150,000 units. Honda is also the second largest Japanese auto manufacturer in Brazil and leader in the motorcycle segment. At present, there are 5 domestically produced auto products: FIT, CIVIC, CITY, HR-V and WR-V, and 2 imported: CR-V and ACCORD. Among them, the eighth generation CIVIC in 2006 was very popular; resulting in the best profit



1. 汽車保養廠 Vehicle Maintenance Plant
2. 頂好本田汽車分公司 Show-room 接待處
Show-room Reception Desk
3. 頂好本田汽車分公司 客戶休息區
Customer Rest Area

margins since its release. There were no discounts in sales for two years, and the clients queued to buy the car. After that, the HR-V recreational vehicle was launched in 2015, which was also a huge success. At the new car launch cocktail, 58 units were sold on the spot at our stores, including 5 armored cars, which was unprecedented.

Technology innovation, policy changes, innovation bureau

At present, we operate simultaneously Honda and Audi authorized dealerships. Compared with Brazilian cars, there are great differences in quality, performance, environmental protection and design. Customer satisfaction is among the best every year. In particular, Honda's satisfaction in maintenance is the first in the country. In terms of green energy, there will be a large amount of investment, research and development in the



售後服務中心 Service Center

mix of alcohol, hybrid and the future electric vehicles. After years of sluggishness in Brazil, the new president Jair Bolsonaro (Brazilian Trump), selected last year, has introduced a new pension system, reform and tax reduction policies and is committed to fight corruption and strengthening law and order. The country is gradually moving towards new innovations and the right path for development. In the economic side, we are in the bottom of the valley, recovery is expected. The company's strategy for future operations is to select new car brands that will increase new model options to our customers. We look forward to increase our profitability by lowering personnel costs, launching electric vehicles and increasing our market share.

Employees are the assets of the company. Invest in the employees to boost productivity

The company's welfare system has the highest standard among its peers. For a long time, the management of employees has been based on humanity, satisfying employees' needs for work, providing free meal coupons, private health insurance, transportation subsidies, etc. And we frequently organize barbecue and christmas prize distribution event to make employees more engaged. Our company encourages young employees to go to the university at night and provide subsidies to enhance their working skills. The company also arranges for employees to receive on-the-job training at the Honda factory, to upgrade their technical level with company sponsorship; that's the reason why our after-sales service and sales satisfaction are among the best. Since 2003, the company has introduced modern

management, institutionalized SOP processes, finance, personnel, sales, maintenance, vehicle parts, and insurance, all of which perform their duties and do their best, so there is no need to worry about personnel turnover. At the same time, employees are often encouraged to enrich themselves, learn more and do more. Rewards are clear and fair (focusing in meritocracy), and company also supports disadvantaged families, giving appropriate subsidies to let employees have less financial burden.

Based on honesty, adhere to your ideals, and participate in the social welfare to promote a virtuous circle

When I was a child, I grew up in the neighborhood of Dihua Street, Nanjing West Road, Taipei. I grew up in the business district. I know that money is not easy to earn, and money will not fall from the sky. Therefore, we must work hard, accept the reality of life, have a vision, and be resilient. Giving back what we earn to society to form a virtuous circle. The most important thing to a man is to have credibility, honesty, and modesty. This is the most basic elements of success.

Every year, I travel to Taiwan in September to participate in the Third Joint Supervisory Supervisor and General Assembly of the World Federation of Taiwan Chamber of Commerce. In the past five years, I was invited by the Overseas Chinese Affairs Committee to donate 10 overseas Chinese scholarships and help Taiwanese businessmen at various projects. The activities initiated by the Association will also donate wheelchairs for disabled people and donate clothes to the Salvation Army and daily necessities in Brazil. I participated in the Brazilian Overseas Chinese Charity Foundation and sponsor McDonald's Children's Cancer Day every year for already 13 years and helped local communities with winter clothes among other charity activities. In the future, I hope I can donate more money, energy and lead by example; and continue to do philanthropy through charities and practice kindness, as taught by Buddhism religion.



- 1.2.商品展示區 Showroom
- 3.巴西本田20週年紀念獎碑
20th Anniversary Trophy
- 4.員工烤肉聚餐 Staff Party

綜合評語
Commentary

企業經營穩健獲利穩定，看準未來的趨勢，配合環保意識抬頭，推動電動車及共享汽車市場。成立慈善基金會推廣氣喘防治課程及推動僑務工作，不遺餘力，支持臺灣與中南美洲的的邦交活動，貢獻頗巨。

ASCENDANT maintains steady growth and revenue. Capturing the future trend and coordinating with the rise of the awareness for environmental protection, it promotes the electric vehicles and car sharing. In addition, it establishes a charitable foundation to promote asthma prevention and overseas compatriot affairs without reservation. Furthermore, it supports the diplomatic activities between Taiwan and Latin American countries with its remarkable contributions.