



ONCE TRIAL,
FOREVER TRUST

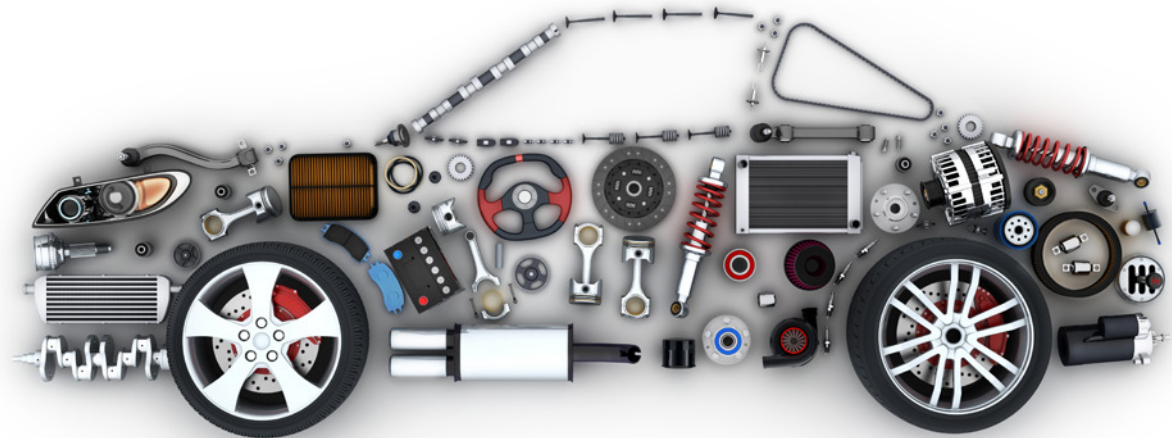
ABOUT AUTO KING

AUTO KING LIBERIA INC is a legal registered establishment under the Republic of Liberia laws and regulations. Founded in 2009.

With only five employees, Auto King became the touchstone of quality and trustworthiness among all our clients within a short span of time covering the Liberian market. We attained our icon of

success in the auto parts business by winning the trust of our customers through our hard-working employees who always strive to provide **quality services** and **products** and by maintaining strong partnerships with all our major suppliers which enables us to better fulfill the demand of our customers.

“ Our hard-working employees who always strive to provide you **Quality Service** and **Products**.





OUR OBJECTIVE

Our company takes "*Survival by quality; development by credibility*" as an objective, providing high quality service for customers all the time. We are looking forward to establishing long-term business relationships with clients based on the tenet of "mutual benefit".

- Auto King

HOW WE REACH **OUR OBJECTIVE**

- ✓ We focus on your profitability and only recommend products that are the right fit for your needs.
- ✓ We install your equipment and provide detailed training and instructions for your staff so they operate it productively, efficiently, and safely.
- ✓ We provide technical support, so we're available to help whenever you need us.
- ✓ We retain an up to date supply of spare parts to help you quickly resolve any mechanical issues.



OUR CORE VALUES

The success of our company derives from the fact that we live common values and aspire by the shared objectives. Our values describe the nature and scale of our activities and the way we appraise our customers through our:



Commitment to quality and professionalism in meeting individual and corporate goals



Honesty and integrity in all actions



Mutual trust and team work through openness and fairness



Empowerment of staff to be accountable for all actions



Scope diversification by acquiring commercial lines within our business due to our customers trust & support.

WHAT WE DO

Auto King provides automotive service parts that contribute to safer and more fuel efficient driving, in addition to car accessories that enhance the pleasure of your car experience.



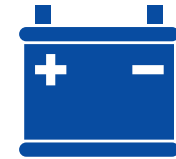
SPARE PARTS



TIRES



LUBRICANTS



BATTERIES



FILTERS



TOOLS



CAR ACCESSORIES

OUR FEATURED BRANDS



TOYOTA



NISSAN



MITSUBISHI



FORD



RADAR TIRES



VENOL



HUSKY



FORCE



KING TONY



BALDWIN FILTERS

CAT

DONALDSON

FLEETGUARD



MAN DIESEL

4X4

RENAULT

SURE FILTER

VOLVO

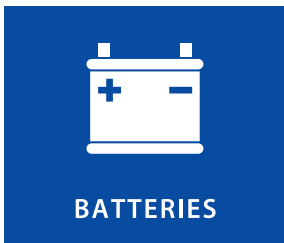


4X4

ARB

IRONMAN

PIONEER



VISCA POWER

THUNDERMAX

MOURA



“ OUR TEAM

we boast an experienced team of professionals which is well versed with every aspect of automobile spare parts. our dedicated team is always ready to provide comprehensive services to customers.

Visit our shop and you will get unbeatable support from our team with the right products, at the right price, at the right time for all leading brands.

WHY AUTO KING?

Simply because:

- ✓ We are strategically well positioned to be competitive and successful
- ✓ We meet and exceed the needs and expectations of all stakeholders
- ✓ We are independently managed and directed with good governance
- ✓ Stakeholders are proud to be associated with our company

“ SURVIVAL BY QUALITY
DEVELOPMENT BY CREDIBILITY





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