PRESTIGE
CARCARE

Prestige Carcare

Malaysia's premium car doctor

Growth & customer operations brief

Luxury and high-performance vehicle care
Independent specialist service across Malaysia

Website: prestigecarcare.com.my



Public scale today

Current public website figures

The website positions Prestige as a growing multi-branch specialist

7
active branches

20,000
satisfied customers and growing

32,000
premium vehicles repaired and growing

67,000
sq ft workshop footprint

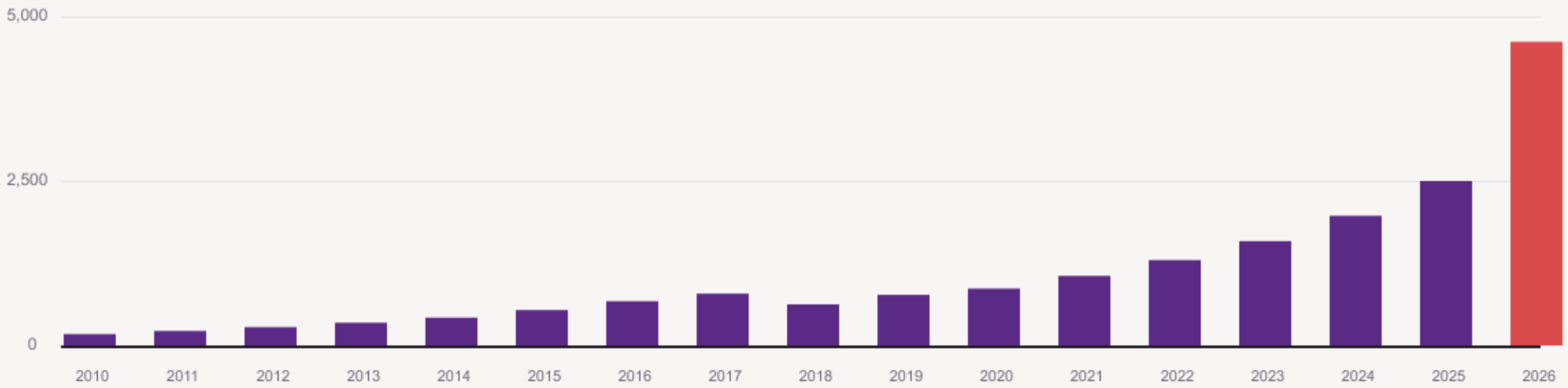
16 years in the automotive industry

7 current locations across Kuala Lumpur, Selangor and Johor Bahru

Customer growth trajectory

Illustrative planning scenario

Annual customer additions are estimated to show the shape of growth, anchored to the current public headline of 20,000 customers



Annual customer additions shown as an illustrative scenario, not an audited CRM export.

Customer operations and capacity

How the business handles demand today

Public channels are already distributed across branch contacts, website forms, WhatsApp and email-style follow-up

WhatsApp and direct messaging	Primary conversational channel for quick questions, quotes and booking follow-up
Phone and branch calls	High-intent conversations for service, diagnosis, pickup and delivery
Website forms and web enquiries	Structured requests for PPI, EV / hybrid support and service quotes
Email and internal follow-up	Written confirmations, quotations, reports and customer records

Illustrative recent operating range: 300–500 customer conversations per month across all channels