

# Providing Car Rentals and Driver Training in Myanmar

## Centurion Auto Group Limited Chief Operation Officer Carleton Matson

Charlie Greene



Name : Carleton Matson

Position : Chief Operation Officer (Centurion Auto Group Limited)

**MI : When was your first visit to Myanmar?**

I first visited Myanmar in September 2013.

**MI : What was your impression like then?**

I was immediately struck by the lack of infrastructure, business knowledge, and customer service in the city but pleasantly surprised to see how kind and open-minded the Burmese people are. I was also very fortunate to have our current Director, Ye Kyaw Swar guide me around to see more of the local business and culture.

**MI : How did you end up as the Chief Operating Officer at the Centurion Auto Group Limited?**

After observing and studying the local market, our team decided to pursue a car rental business that focused more on the emerging corporate market. With my personal background centered around car repair and import/export in the States, it was a natural transition for me to set up organizational and vehicle standards for our project here.

**MI : When was the Centurion Auto Group Limited founded in the first place?**

**Our focus is to take care of our clients' transportation and logistical needs, so that they can concentrate on their own projects.**

Centurion Auto Group was founded in February 2014, with rental operations beginning in July 2014.

**MI : Please tell us services offered by Centurion Auto.**

Centurion Auto Group's main businesses include car rental, driver training, and corporate vehicle consultation. While we gladly accept tourists, our main market is foreign corporations that have begun their operations in Myanmar. Our focus is to take care of our clients' transportation and logistical needs, so that they can concentrate on their own projects. Car rentals include new & well-maintained vehicles, trained drivers, complimentary on-board Wi-Fi, an English speaking concierge, full first-aid & fire extinguisher on-board, and a \$1million USD

comprehensive insurance policy. We offer daily, monthly, yearly, and corporate fleets depending on the client's requirements.

Our driver training program has been constantly evolving since we started our car rental services. After receiving numerous inquiries to offer our driving training methods used by our own staff to other people drivers; we have now started a driver training course that covers almost all scenarios one could come across in Myanmar. Our 2-3 day program covers vehicle maintenance, personal hygiene & hospitality standards, basic English phrases, vehicle dynamics, defensive driving habits (risk vs. reward), and anti-terror tactics & bomb searches. We feel quite confident it will improve all drivers' habits and standards immediately as we not only say what to do, but the actual reasoning

behind every theory. The concepts are simple but new to the local Burmese culture, and we are confident it will make the roads safer throughout Myanmar.

Our consultancy work centers around assisting anyone looking to improve their road safety standards and choosing proper vehicles for their circumstances. This can be a local firm trying to win a foreign corporate tender, or incoming foreign firms trying to get a better handle on the conditions in Myanmar before fully committing themselves financially and logistically.

**MI : How many vehicles currently Centurion Auto is operating with?**

Centurion currently owns 8 vehicles of our own, but has the ability to meet extra demand by working with local partners if needed. Corporate fleets of a larger scale can be handled within 40 days while we arrange the vehicles, drivers, and insurance. Due to the high capital cost of purchasing more vehicles, we approach these on a case-by-case basis to ensure we are the right partners to accomplish each other's business goals.

**MI : To which parts of the country is Centurion Auto offering transporta-**