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## Garage R - Catering to Woman Drivers

By Sharon Ho  
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Ask any female driver about how she feels about bringing her precious car for a service and you'll probably find her shuddering in aversion. The thought of dealing with a burly-looking mechanic who spouts car-related lingo and specifications as if it were stocks to a stockbroker could cause a permanent wave to any female's rebonded, straight hair; and vice versa.

Walking into Garage R's workshop is like a visit to any other, what with the repair bays, tools, equipment, lubes, cables and related paraphernalia. However, that's where the similarity ends. What hits

you is a certain serenity and comfort as you feel stress-free - you normally wouldn't - bringing your car in for a check.

The reason? They pride themselves on straight, upfront talk and take the trouble to explain to you what needs to be done, why and what can be done about it, all in plain ol' English. This is what many females like myself especially appreciate - no 'hoodwinking', no jargon to confuse you, no dodging on explanations or condescending attitudes just so you would be forced to follow their "prescription".

That is the secret of their continued popularity, explained June Wong, one of the owner-partners of the business as the company depends on word of mouth referrals.

June and her team take the time to answer every question, even stupid ones from those who have little or no interest in cars. They advise all drivers to understand the specifications of their car to help them appreciate the car better. In doing so, many return time after time for advice on their cars, car maintenance and upgrading-modification.



Garage R's workshop focuses on meeting the different driving needs of drivers today. Apart from the normal tune up services, which start from \$80, they also aid in performance servicing for those who constantly drive long distances into Malaysia or take the occasional stint on the circuit.

The experienced staff there are also on-hand to help enthusiasts who participate in Circuit Racing, Drag Racing, Autocross and Drifting with advice and solutions to upgrading their

car's capabilities.

Located conveniently at Tagore Lane, the 14,000 sq foot facility consists of a car showroom, service centre and a 'parts and accessories' outlet, affectionately nicknamed "toys-r-us" by many of their customers.

Garage R initially started out as a workshop by June's father some 20 years ago. Her younger sister, then a

teenager, was roped in and trained to be a mechanic. Youngest brother Lester was the driving force behind the evolution of Garage R. Fresh out of school and an avid car-racing enthusiast, he went to Thailand to train with and learn from the car racers there. On returning, he initiated the rebirth of the Garage R from a run of the mill car workshop to what it is today.

Plans are already in place for a new 20,000 sq foot premises, also located in the vicinity, that will cater more to women. An elite group of female staff will be added to its current team with a view to attending to the requirements of their female customers. A lounge for these female customers will occupy part of their new premises. It will boast a clean, comfortable environment with designer furnishings and detailing. Extra care will be taken to attend to the needs of these females whilst they are waiting for their cars to be done up.





This year, Garage R will be taking up the challenge to offer more car-related services under one roof so as to provide their customers with time-savings, choices and convenience. Although still under wraps, plans are also being made to provide customers with more opportunities to pick up better driving skills, to interact, network and socialise with each other.

Garage R's workshop cater to every driver's needs:

- Normal comprehensive service
- Performance servicing
- Fine-tuning for race and competition use
- Tuning for economical city driving
- Upgrading of performance parts



Garage R Pte Ltd is located at:

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