



## CONSUMERS ASSOCIATION OF SINGAPORE

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12 January 2016

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The Straits Times Forum  
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### **CaseTrust accredited businesses are committed to transparency and fair business practices**

We refer to Mr. Lawrence Loh Kiah Muan's letter "More inspections needed under the hood at car dealers" (The Straits Times Forum, 5 Jan 2016).

CaseTrust has been pushing businesses towards excellence by means of raising service quality and promoting ethical business practices. To this end, all businesses that qualify for the CaseTrust accreditation scheme are subjected to a rigorous audit process that requires businesses to establish transparent and consumer-friendly policies, ethical advertising and proper dispute resolution procedures.

The criteria stipulated in the CaseTrust-SVTA accreditation for motoring businesses requires businesses to provide accurate and adequate information on prices and quality of terms of sales. This includes presenting varying sets of prices on the financing or insurance arranged by dealers. Businesses are also obligated to ensure that critical information are not left blank when the consumer signs on the application form for hire purchases.

As a result of the accreditation, we have in fact seen an improvement in standards, as witnessed by the decline in the number of complaints over unsatisfactory services across the motoring industry. In particular, CaseTrust accredited companies have far fewer complaints and those that do surface are often resolved quickly. For this reason, we strongly encourage consumers to patronise our CaseTrust accredited companies.

CaseTrust also educates businesses about the Fair Trading legislation, to ensure customer support and service staff of CaseTrust accredited businesses do not practise any unethical sales tactics.

We would like to encourage Mr. Loh to feedback to CASE about specific car dealers that employ unfair practices towards consumers. We will certainly take action against them.

Lim Biow Chuan  
President  
Consumers Association of Singapore (CASE)