



REVOZPORT

As Special as You Are

When car connoisseurs want that special extra, there is only one company in Hong Kong that understands them. CHARLES WAN, Managing Director of REVOZPORT tells us why.

Few understand the DNA of cars better than Charles Wan, Managing Director of RevoZport. “That’s just half of the challenge, the other half being able to understand the customer’s passion, style and the trends in the market,” says Wan, talking about Hong Kong’s fast and trendy car lovers and what’s needed to exceed their expectations.

Staying Ahead

“As major manufacturers come up with more new models every year, the tuning marketing is ever so busy with new brands emerging annually, and some fading out.

“In order to stay competitive in the market we have to be innovative, quick and clear with our direction. RevoZport is one of the very few tuners in the global market to use scale 1:1 wind tunnel. To develop our aerokits with proven functionality, we have also invested in our own prototyping facility to speed up development process. Our target is to bring out 10-15 complete cars a year, putting us as one of the most ambitious and quickest brands in the market.”

Beating Trends

As one of the many players in the market, RevoZport remains to be a company focused on enthusiasts that appreciate composite material, the function and form that it creates. “We focus on designs that echo the originality of a vehicle as if it is an automotive product and we create what is not readily available in the market.

“Take for example, our furniture brand ‘Alvarae’ – we innovate with design and the use of composite material to a complete new level. The ‘Le Baignoire’ is the world’s first mass production carbon fibre bathtub designed



RevoZport Managing Director Charles Wan.

with a bridge base and equipped with LED lights to create an ambience like no other. Being a market leader has its responsibilities.”

Added Value

“For our automotive products, during the design stage we develop all by CAD and gather our data with the most precise 3D scanning machine. The data is processed through a CFD, or ‘Computational Fluid Dynamics’ which allows us to analyse and check if the product is actually performing the way it is designed, and then we test it in a full-scale wind-tunnel – usually only used when manufacturers design a car. This is not so popular in the tuning market due to its staggering cost. We see this as our niche and an area in which our competitors are seriously lacking.

“We will be looking into different market segment for carbon composite application and will be launching 2-3 brands for other markets,” says Wan.

“As any competitive business knows, you have to build on referrals. As such,

individual customer attention, quality service, and price competitiveness all contribute to making your customer your best advertiser. At RevoZport we cater to very specific tastes, so attention to detail, listening to the customer and exceeding expectations is the key to success in our company,” concludes Wan. ■

For additional information please visit www.revozport.com



ALVARAE