

assa



**LEADING THE WAY IN THE NATIONAL
CORPORATE CAR RENTAL**



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Corporate Car Rental**



TENTANG KAMI

ASSA (PT Adi Sarana Armada Tbk) menyediakan solusi transportasi untuk Penyewaan Kendaraan Korporasi, Transportasi Logistik, Layanan Pengemudi, Balai Lelang Otomotif, *Car Sharing*, Jual Beli Kendaraan Online dan Layanan Pengiriman Parsel. ASSA didirikan pada tahun 2003 dengan armada sejumlah 819 unit di bawah nama Adira Rent.

Sejak Oktober 2010, perusahaan secara resmi berganti nama menjadi ASSA. Sebagai komitmen terhadap kualitas layanan terbaik dan menjadi "Trusted Partner in Transportation Services", ASSA mengedepankan sistem manajemen mutu, lingkungan, keselamatan dan kesehatan kerja, yang direalisasikan melalui sertifikasi ISO 9001, ISO 14001, dan OHSAS 18001.

Saat ini ASSA mengelola lebih dari 25.000 kendaraan dan 3900 pengemudi, serta melayani lebih dari 1.000 korporasi di Indonesia. ASSA telah memperluas wilayah layanan ke hampir semua kota besar di Indonesia dengan lebih dari 900 bengkel perbaikan.



ABOUT US

ASSA (PT Adi Sarana Armada Tbk) is the leader in corporate transportation solution provider in Indonesia. ASSA's product lines include Vehicle Rent, Logistic Transportations, Driver Management, Automotive Auction, Car Sharing Services, Online Car Selling Platform, and Parcel Delivery Services. ASSA was founded in 2003 formerly known as Adira Rent with a fleet of 819 vehicles.

In October 2010, the company officially renamed to ASSA. We are committed in providing the best service quality and be the most 'Trusted Partner in Transportation Services', by focusing on Quality Management System, Environment, Health and Work Safety, in accordance with ISO 9001, ISO 14001, and OHSAS 18001 Certifications.

ASSA currently operates more than 25.000 vehicles, employs 3900 drivers nationwide with sales and services to more than 1,000 Corporate Clients in Indonesia. Our networks of infrastructure cover all major cities and remote areas in Indonesia with more than 900 service workshops nationwide.



NILAI-NILAI PERUSAHAAN

COMPANY VALUES

- S**pirit of Unity
- P**erfection in all we do
- E**mphatic communication
- E**njoyable working environment
- D**iscipline & Integrity

DEWAN DIREKSI

BOARD OF DIRECTORS

PRODJO SUNARJANTO
Direktur Utama | President Director

HINDRA TANUJAYA
Direktur | Director

JANY CANDRA
Direktur | Director

TJOENG SUYANTO
Direktur | Director

DEWAN KOMISARIS

BOARD OF COMMISSIONERS

ERIDA G. DJUHANDI
Komisaris Utama | President Commissioner

THOMAS HONGGO SETJOKUSUMO
Komisaris Independen | Independent Commissioner

VISI *VISION*

Menjadi perusahaan penyedia jasa transportasi & logistik terintegrasi korporasi yang terbaik.

To be the leader in integrated transportation and logistics solution provider for corporations.

MISI *MISSION*

Mendedikasikan diri untuk memberikan layanan terbaik dengan komitmen untuk meraih pencapaian tertinggi dalam kualitas pelayanan terhadap pelanggan, hubungan antar karyawan & nilai pemegang saham.

We dedicate ourselves to provide the best service and committed to excel above competitors in customer service quality, employee engagement and shareholder values.



LAYANAN KAMI *OUR SERVICES*

SEWA JANGKA PANJANG

ASSA Rent menyediakan sewa kendaraan bulanan maupun tahunan untuk perusahaan Anda.



LONG TERM RENTAL

ASSA Rent provides both monthly and yearly vehicle rental services to better meet your company's business needs.

SEWA JANGKA PENDEK

Pilihan tepat untuk solusi penyewaan kendaraan harian dan mingguan dengan berbagai pilihan sesuai kebutuhan Anda.



SHORT TERM RENTAL

The right solution for your daily and weekly vehicle rental needs with a diverse selection of fleet available.

CAR POOLING

Layanan manajemen kendaraan dengan sistem car pooling memudahkan karyawan dalam satu perusahaan untuk berbagi kendaraan. Analisa dan laporan pemakaian akan dikirimkan ASSA setiap bulannya.



CAR POOLING

Vehicle Management Service through Innovative Car Pooling System that enables for Cost-Effective vehicle sharing for employees of the same company. Analysis and usage reports of Car Pooling Service will be provided monthly by ASSA.

KENDARAAN KOMERSIAL

Jasa sewa kendaraan angkutan barang, seperti Blind Van, truk dan sepeda motor dengan masa sewa bulanan sampai tahunan.



COMMERCIAL CAR

ASSA also provides Logistics Transportation Services, facilitated by a fleet of Blind Van, units Trucks and motorcycles with rental duration from monthly up to yearly rental periods.



ASSA Logistics menyediakan layanan transportasi logistik yang mencakup:

- Transportasi berbasis jumlah perjalanan
- Manajemen distribusi barang, yang dapat disesuaikan dengan kebutuhan pelanggan untuk berbagai jenis industri.



ASSA Logistics provides corporate logistic transportation services that includes:

- *Trip-based transportation services*
- *Goods Distribution Management, customizable to our customer's requirements and suitable for various industries..*



ASSA Driver Services menyediakan tenaga pengemudi profesional, andal dan terlatih. Siap mengantar Anda dengan aman dan nyaman sampai ke tujuan.



ASSA Driver Services provides professional, reliable and highly trained drivers. Ready to drive you safely and comfortably to your destination.



PT Adi Sarana Lelang (BidWin) dan PT JBA Indonesia (JBA) resmi menjadi satu di bawah bendera JBA (JBA BidWin Auction) mulai tanggal 15 Februari 2019. JBA meningkatkan standar profesional ke skala lebih tinggi dengan tetap fokus pada penjualan berbagai unit otomotif dengan sistem lelang yang dilakukan secara reguler di kota-kota besar di Indonesia.

PT Adi Sarana Lelang (BidWin) and PT JBA Indonesia (JBA) officially became one company under a new entity as JBA (JBA BidWin Auction) on February 15th 2019. JBA brings professional standards to a new level above competitors while maintaining its focus on sales of various automotive units enabled by auction events that are regularly conducted in all major cities in Indonesia.



Share Car adalah aplikasi online untuk penyewaan kendaraan dengan layanan yang cepat dan anti ribet. Share Car menyajikan periode penyewaan yang fleksibel minimum satu jam dan dapat digunakan kapan saja untuk berbagai kebutuhan, baik urusan kantor atau pribadi.



Share Car is fast and hassle-free mobile car rental application. Share Car offers flexible rental options with a minimum of one hour and can be used at any time for various needs, both personal and corporate.

CAROLINE

Caroline adalah situs jual beli mobil yang dapat mempertemukan pembeli dan penjual mobil secara online dengan harga yang transparan, dan kualitas yang terpercaya. Kami memiliki hasil inspeksi dengan standar tinggi dan detail.

Caroline is an online car selling platform that brings buyers and sellers together at transparent and competitive price. We ensure our platform has the highest and most comprehensive quality of vehicle inspection and conforms to the industry standards.



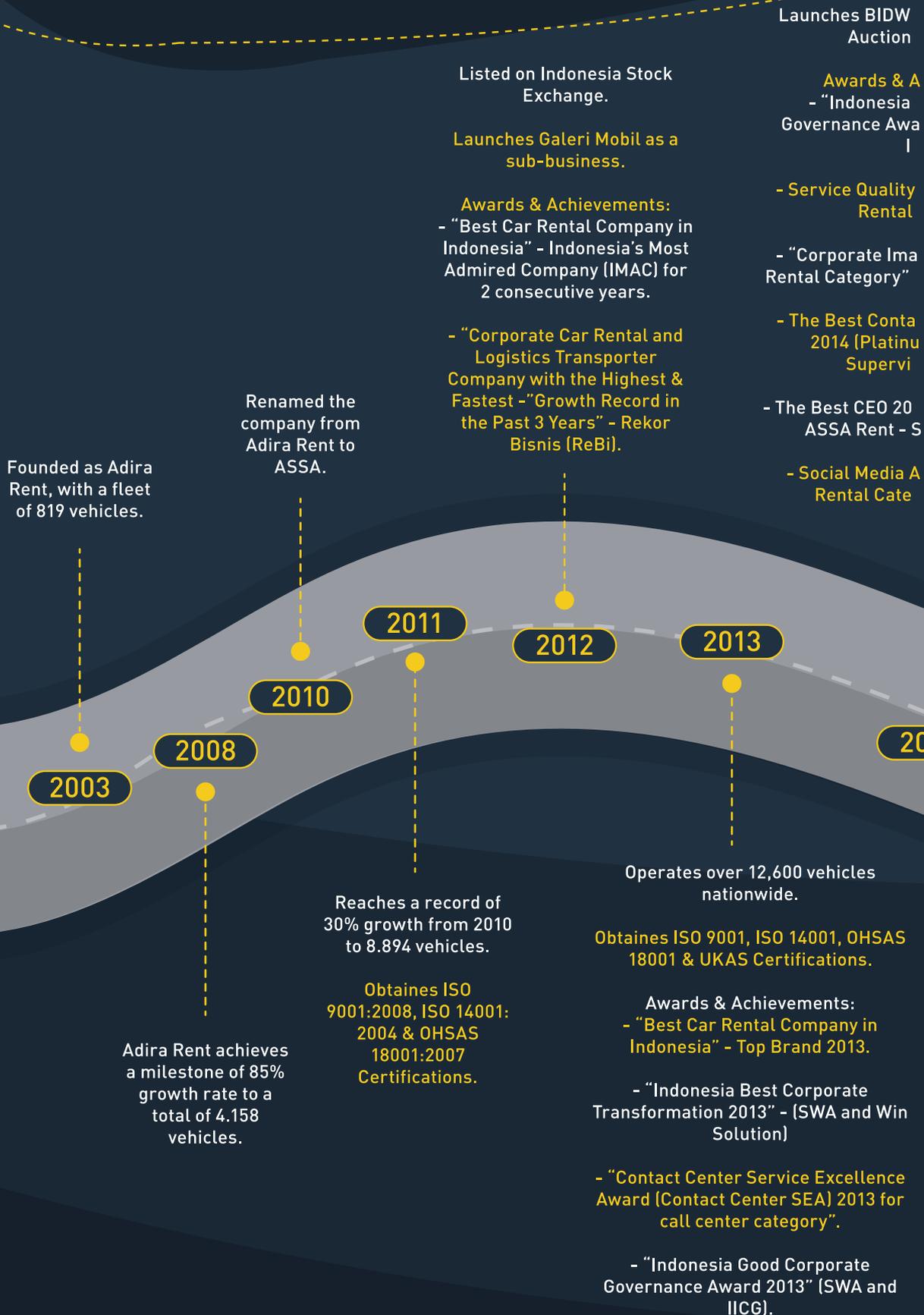
Anteraja adalah Perusahaan pengiriman barang yang menyediakan kepastian, kemudahan dan kenyamanan dalam pengiriman parcel. Anteraja menggunakan sistem logistik dan infrastruktur transportasi terintegrasi untuk menghubungkan berbagai destinasi di seluruh Indonesia.



Anteraja is a parcel delivery company with focus on reliability, ease of use and convenience shipping experience. Anteraja is powered by an integrated logistics system and transportation infrastructure connecting all regions of Indonesian market.

PENCAPAIAN ASSA

ASSA MILESTONES



Grows almost two fold in fleet size to over 20.800 vehicles from 2015

Expands to a total 44 operational networks nationwide in 2017 (Launches three new Service Points in Pangkal Pinang, Tanjung, and Kediri).

Awards & Achievements:

- The Best Contact Center Indonesia 2017 (Gold Category for Best Reporting Team).
- Service Quality Award for Car Rental Category 2017.
- Indonesia Digital Popular Brand Award 2017.
- Indonesia Most Powerful Companies Award.

2015-2016

2017

Awards & Achievements:

- "Top Brand Award" for Car Rental Category for 2 consecutive years (2015 - 2016)
- Annual Report Award 2015 Big Four nominees in Non-Financial Private Listed Company Category (Otoritas Jasa Keuangan).
- "Contact Center Solution Award 2016" in Car Rental - (Service Excellence & Carre - CCSL).
- Indonesia Digital Popular Brand Award 2016.
- Corporate Image Award 2016 in Car Rental (Frontier).
- Environmental, Health, Safety and Security Award category fleet safety - Sampoerna Supplier Conference 2016.
- Long Term Service Award category operation - Sampoerna Supplier Conference 2016.

PT Adi Sarana Lelang (BidWin) and PT JBA Indonesia (JBA) officially became one company under a new entity as JBA (JBA BidWin Auction).

Launches Anteraja as a subsidiary and starts operating as goods delivery service provider.

Launches Caroline as a subsidiary and starts operating as online car selling marketplace.

Launches ASSA Smile, integrated one stop solution app to cater for all corporate fleet management needs.

Share Car expands into 13 strategic locations all around Jakarta

Awards & Achievements:

- The Best Contact Center Indonesia 2019 (Bronze Category for The Best Agent Inbound & The Best Scheduling Team) - ICCA.
- Service Quality Award (SQA) 2019 in Car Rental for Corporate Customers Category - Marketing and Service Excellence magazine.
- Social Media Award 2019 in Car Rental Category - Marketing Magazine

2018

2019

Awards & Achievements:

- Indonesia Digital Popular Brand Award 2018 in Car Rental Category - Trans n Co Indonesia.
- Service Quality Award (SQA) 2018 in Car Rental Category - Marketing and Service Excellence magazine.
- The Best Contact Center Indonesia 2018 (Gold Category for The Best Smart Team) - ICCA.
- 500 Brand Champions Award in Best Performing Company Category - Trans n Co Indonesia
- Best of The Best Award in Top 50 Best Performing Publicly Listed Companies in Indonesia Category. - Forbes Magazine.
- The Winner of The Most Inspiring Business Partner to Support Fleet Safety - HM Sampoerna Fleet Vendor Program (HeRoad) 2018.

Launches Share Car, an industry first on-demand mobile car rental application that offers ease of use and flexibility.



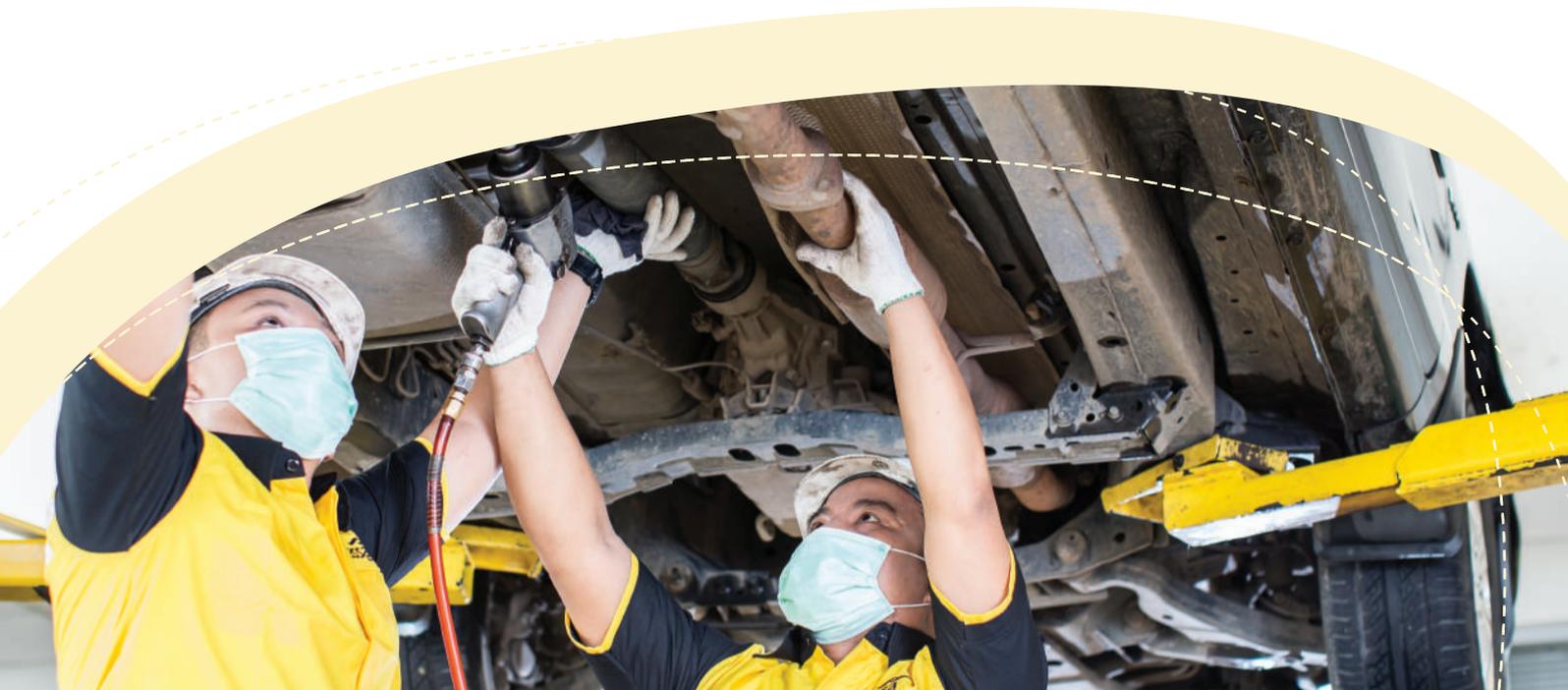
JENIS KENDARAAN *VEHICLE TYPES*

ASSA Rent menyediakan pilihan kendaraan beragam yang memudahkan perusahaan untuk memilih kendaraan sesuai dengan kebutuhan transportasi kantor.

ASSA RENT operates a diverse selection of vehicles to better meet corporate transportation needs and requirements.

Model <i>Model</i>	Jenis Kendaraan <i>Vehicle Type</i>	Kapasitas <i>Capacity</i>	Fitur Khusus <i>Special Features</i>
	MPV (Multi Purpose Vehicles)	7-8 Penumpang <i>7-8 Passengers</i>	Kabin luas <i>Spacious cabin</i>
	Sedan/ City Car	4-5 penumpang <i>4-5 Passengers</i>	Penampilan mewah <i>Luxurious and elegant design</i>
	SUV (Sports Utility Vehicle)	4-5 Penumpang <i>4-5 Passengers</i>	Penggerak roda empat untuk kemampuan on-road & off-road <i>Four wheel drive for on-road & off-road conditions</i>
	Pick Up	2 Penumpang <i>2 Passengers</i>	Truk muatan ringan dengan area muatan terbuka <i>Light duty truck with open cargo area</i>
	Blind Van	2 Penumpang <i>2 Passengers</i>	Area belakang konvertibel yang dapat digunakan untuk penyimpanan <i>Spacious middle and rear area perfect for storage and moving</i>
	Truck	2 Penumpang <i>2 Passengers</i>	Kendaraan berat untuk mengangkut muatan <i>Heavy duty vehicle for transporting goods</i>

Model <i>Model</i>	Jenis Kendaraan <i>Vehicle Type</i>	Kapasitas <i>Capacity</i>	Fitur Khusus <i>Special Features</i>
	<i>Cub Bike</i>	2 Penumpang <i>2 Passengers</i>	motor yang menggunakan transmisi otomatis . <i>Automatic transmission motorbikes</i>
	<i>Commercial Bike</i>	2 Penumpang <i>2 Passengers</i>	Sepeda motor roda 2 atau roda 3 yang dimodifikasi khusus untuk menunjang mobilitas perniagaan perusahaan. <i>Two-wheeled or three-wheeled motorcycle, modified for commercial corporate mobility purposes.</i>
	<i>Road Bike</i>	2 Penumpang <i>2 Passengers</i>	Sepeda motor yang memiliki performa yang tinggi <i>High performance and versatile motorcycle.</i>
	<i>Off Road Bike</i>	2 Penumpang <i>2 Passengers</i>	Memiliki torsi yang besar, daya penjelajahan lebih dalam namun bobot ringan. <i>High power torque, very large ground coverage and lightweight for its size.</i>
	<i>E-Bike</i>	2 Penumpang <i>2 Passengers</i>	Sepeda motor tanpa bahan bakar minyak yang digerakkan oleh dinamo dan akumulator. <i>Environmentally friendly motorcycle powered by electrical engines and dynamo.</i>



TATA KELOLA PERUSAHAAN

GOOD CORPORATE GOVERNANCE



ASSA berkomitmen untuk melaksanakan Tata Kelola Perusahaan yang berkesinambungan di lingkungan perusahaan demi meningkatkan transparansi dan akuntabilitas. Prinsip Tata Kelola dikenal dengan nama "TARIF" (Transparansi, Akuntabilitas, Responsibilitas, Kemandirian, Kewajaran dan Kesetaraan).

ASSA is committed to apply continuous and consistent Good Corporate Governance in its workplace environment by leveraging transparency and accountability. Our GCG Culture is also known as 'TARIF' short for: Transparency, Accountability, Responsibility, Independency and Fairness.

KELEBIHAN ASSA

ASSA COMPETITIVE EDGES

DUKUNGAN TEKNOLOGI YANG CANGGIH

Dengan menggunakan SAP, sistem operasional ASSA terhubung dan terintegrasi dari kantor pusat ke kantor cabang dan perwakilan, sehingga memudahkan interaksi dan akses terhadap data di seluruh Indonesia secara real time.

AQUCARE

AQUCARE (Penampilan, Tanggapan yang cepat, Mengerti pelanggan, Keramahtamahan, Akurasi, Solusi Terbaik dan Kemudahan Akses) sebagai budaya layanan ASSA demi memberikan kualitas layanan prima bagi pelanggan.

ADVANCED TECHNOLOGY SUPPORT

Powered by Industry Leader SAP ERP Technology, ASSA's operational system is fully automated and integrated from top to bottom organizational levels and business units and between head office and branches, that enables easy communication and fast data exchange and access across all regions of Indonesia in real time.

AQUCARE

AQUCARE (Short for Appearance, Quick response, Understanding customer, Courtesy, Accuracy, Right solution, and Easy to access) as the foundation of our Corporate Service Culture to ensure best service quality for the customers is the main focus of all levels of ASSA.

ASURANSI KENDARAAN

Seluruh kendaraan ASSA dilindungi oleh asuransi demi kenyamanan dan keamanan Anda.

EMERGENCY ROAD ASSISTANCE 24/7

Kami menyediakan dukungan bantuan darurat di jalan yang tersedia 24 jam 7 hari seminggu.

ASSA MOBILE SERVICES

Kami menyediakan jasa perawatan kendaraan di tempat Anda oleh teknisi yang ahli dan berpengalaman.

SOLUTION CENTER 1500-369

Pusat layanan pelanggan kami dapat dijangkau kapan pun. ASSA menerapkan teknologi berstandar internasional dari Avaya untuk memberikan layanan terbaik bagi pelanggan.

ASSA SMILE

ASSA kini memberikan layanan one stop solution untuk kendaraan customer secara online dan terintegrasi melalui aplikasi ASSA Smile.

RELIABLE VEHICLE INSURANCE

All vehicles are protected by Vehicle Insurance for your convenience and safety.

EMERGENCY ROAD ASSISTANCE 24/7

Emergency Road Assistance that operates 24 hours 7 days a week and ready to support you.

ASSA MOBILE SERVICES

We provide on-site vehicle maintenance and repair services at your door step with qualified and experienced technicians.

SOLUTION CENTER 1500-369

Our Solution Center is always ready to serve you 24/7. The Solution Center is powered by Internationally Certified and Industry Standard Avaya Technology to ensure the best service delivery to ASSA's customers.

ASSA Smile

Newly released integrated online one stop solution service for all fleet maintenance needs, introduced as ASSA Smile application.



JARINGAN OPERASIONAL

OPERATIONAL NETWORK



KANTOR PUSAT HEAD OFFICE

Jakarta

PT Adi Sarana Armada Tbk
Gd. Graha Kirana Lt. 6
Jl. Yos Sudarso No. 88, Sunter
Jakarta Utara 14350 - Indonesia

T. (021) 6530 8811
F. (021) 6530 8822
E. sc@assarent.co.id
Solution Center: 1500 369

KANTOR CABANG BRANCH OFFICES

Medan

Jl. Gatot Subroto No. 197
(061) 845 3636

Pekanbaru

Jl. Soekarno Hatta No. 88, Arengka 1
(0761) 587 000

Padang

Jl. Batang Anai No.1 Rimbo Kaluang
(0751) 442 222

Palembang

Jl. Letjen Harun Sohar No. 170
Tanjung api-api
(0711) 571 0888

Lampung

Jl. Pangeran Emir M. Noer No. 57
Bandar Lampung
(0721) 471 111

Jakarta 1

Jl. Tipar Cakung 8
Jakarta Utara
(021) 441 8888

Jakarta 2

Jl. Saiman No. 14 RT. 004/01
Pondok Pinang, Kebayoran Lama
Jakarta Selatan
(021) 7581 1818

Jakarta 3

Landmark Center Tower Lt. 16
Jl. Jend. Sudirman No. 1
Setiabudi - Jakarta Selatan
(021) 2598 3599

Bekasi

Jl. Sultan Hasanudin KM. 42
Tambun, Tambun Selatan
Kabupaten Bekasi, Jawa Barat
(021) 8952 5555

Bandung

Jl. Soekarno Hatta No. 478
(022) 751 1188

Semarang

Jl. Walisongo Km 9
Kel. Tambak Aji Kec. Ngaliyan
(024) 761 2333

Solo

Jl. Adi Sucipto No. 99, Karang Anyar
(0271) 788 9399

Surabaya

Jl. Raya Prapen No. 63
(031) 847 6363

Malang

Jl. Tenaga No. 2, Gg. Buntu,
Kecamatan Blimbing
Malang - Jawa Timur
(0341) 406 363

Bali

Jl. Sunset Road No. 999 A,
Kuta Badung
(0361) 756 999

Banjarmasin

Jl. Ahmad Yani Km 16,75
Kec. Gambut Kab. Banjar
Kalimantan Selatan
(0511) 673 0999

Balikpapan

Jl. M.T. Haryono 100 RT. 16
Kel. Gn. Samarinda Baru
Kec. Balikpapan Utara
(0542) 733 358

Makassar

Jl. Tun Abdul Razak No.1
(0411) 880 010

KANTOR PERWAKILAN
REPRESENTATIVE OFFICE

Banda Aceh

Jl. Punge Blang Cut No. 14
(0651) 48251

Pematangsiantar

Jl. Medan Km 8 No. 6
(0622) 29600

Pangkalpinang

Jl. Soekarno Hatta
Kel. Bukit Besar, Kec. Girimaya
(0717) 9111 539

Batam

Jl. Komp. Tanah Mas No. A-9,
Sei Panas
(0778) 426 001

Bengkulu

Jl. Kapten P. Tendean KM 6 No. 29 A
(0736) 732 2454

Jambi

Jl. Pangeran Hidayat No 26, Paal Lima
Kota Baru, Jambi 36129
(0741) 304 2145

Cirebon

Jl. Raya Sunan Gunung Jati No. 91
Pasindangan
(0231) 833 6336

Yogyakarta

Jl. Raya Magelang Km 5,5
(0274) 550 456

Jember

Jl. Brawijaya No. 38
Jubung - Kec. Kaliwates
(0331) 488 234

Kediri

Jl. Suparjan Mangun Wijaya No. 39
RT 36/ RW 12 Kel. Mojojoto, Kec. Mojojoto
(0354) 452 0333

Pontianak

Jl. Arteri Supadio KM. 16
Kabupaten Kubu Raya
(0561) 672 7222

Satui

Jl. Provinsi No. 100
Desa Sungai Cuka
(0512) 206 2037

Samarinda

Jl. Harun Nafsi,
Kel. Rapak Dalam, Kec. Loa Janan Iilir,
Kota Samarinda - Kalimantan Timur
(0541) 777 7952.

Mataram

Jl. Ade Irma Suryani No. 53
Monjok - Mataram
(0370) 634 968

Manado

Jl. Yos Sudarso No. 43
Paal Dua
(0431) 868 899



KANTOR PELAYANAN
SERVICING OFFICES

Jakarta

Gd. Graha Kirana
Jl. Yos Sudarso No. 88, Sunter
Jakarta Utara 14350, Indonesia
(021) 6530 8811

Malang

Jl. Tenaga No 2 Gang Buntu, Kec
Blimbing, Malang - Jawa Timur
(0341) 406 363

Medan

Jl. Gatot Subroto No. 197
(061) 845 3636



Anteraja

Kuningan City Mall, 6-7th Floor
Jl. Prof. Dr. Satrio Kav 18, Setiabudi, 12940
Jakarta, Indonesia
T: 021 - 5060 3333
WA : 0856 961 03333
E: marketing@anteraja.id / cs@anteraja.id



Caroline

Jl. Saiman No. 14
Pondok Pinang, Kebayoran Lama
Jakarta Selatan.
T: 021 -7581 19999
WA: 0817 6558 809



PT ADI SARANA ARMADA TBK
Graha Kirana Lt. 6
Jl. Yos Sudarso No. 88
Jakarta Utara 14350, Indonesia

T. +62-21 6530 8811
F. +62-21 6530 8822
E. sc@assarent.co.id

www.assarent.co.id