

# DIMO LAUNCHES NEW BRAND IDENTITY AT THE MERCEDES TROPHY



*(L-R): Vice Captain Navin De Silva, RCGC; Shiran Fernando, Captain, RCGC; Ranjith Pandithage, Chairman/Managing Director, DIMO; Gahanath Pandithage, Group Chief Executive Officer, DIMO; Rajeev Pandithage, General Manager Mercedes-Benz Cluster, DIMO; and Asanga Ranasinghe, Director/Chief Marketing Officer, DIMO.*



*MercedesTrophy.*



Diesel & Motor Engineering (DIMO), the sole authorized general distributor for Mercedes-Benz in Sri Lanka, announced their new brand identity during the launch of the 27th edition of the MercedesTrophy Tournament. The MercedesTrophy National Final Sri Lanka tournament will be held on July 6, 2019 at the Royal Colombo Golf Club and welcomes all Mercedes-Benz owners to participate

The winners of the tournament will represent Sri Lanka at the MercedesTrophy Asian Final in Australia. With a strong commitment to adapt to the changing needs of stakeholders and the environment, DIMO launched its new brand identity expressing a strong momentum and forward thinking principles while building a distinctive corporate culture with the ultimate objective of creating modernized, visionary DIMO brand experience both visually and interactively for stakeholders

Ranjith Pandithage, Chairman/Managing Director, DIMO speaking at the occasion, said, “Our new identity positions DIMO as a visionary company, equipped and prepared to take on the challenges of the next decade and beyond. We always approach social, economic and environmental concerns that will inspire customers and transform the world we live in, while maintaining a world-class standard. As a company renowned for keeping abreast of the needs of the contemporary world, I am certain, the new brand identity will help bring renewed vigor to our team as we look forward to the future.”

Gahanath Pandithage, Group CEO, DIMO addressing the gathering, pointed out the importance of ‘why’ the owners of Mercedes-Benz should patronize DIMO 800, the only authorized General Distributor Workshop for Mercedes-Benz in Sri Lanka for all repairs and services. In order to perform maintenance procedures as per Daimler AG recommended guidelines and standards, DIMO has Daimler AG certified technicians and technical experts specialized to give the finest care for Mercedes-Benz vehicles with Daimler AG recommended special tools and

equipment. DIMO imports and uses only Mercedes-Benz Genuine Spare Parts directly shipped from Daimler, Germany,

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Commenting about the MercedesTrophy Tournament, Rajeev Pandithage, GM, MercedesBenz Cluster, DIMO said, "It gives me great pleasure to announce the arrival of this year's edition of MercedesTrophy National Final Sri Lanka 2019. This highly anticipated tournament has built a reputation for being the most prestigious in the country due to its exclusive nature, excellent organization, challenging courses and outstanding prizes. We are excited to welcome the golfing fraternity and give them a platform to indulge in some friendly rivalry while celebrating the sport and its connection to the Mercedes-Benz brand."