

Case Study



A member of the **KWE** Group

AutoDirect™

Maximized costs efficiency and minimized damages of finished vehicles distribution with AutoDirect™.



A prominent car dealership in the Philippines faced significant challenges in shipping vehicles across the islands. The issues included limited capacity of RORO (Roll-on/Roll-off) vessels, unreliable schedules, and a high incidence of vehicle damages during transit. These challenges not only impacted operational efficiency but also customer satisfaction.

APL Logistics developed a comprehensive door-to-door logistics solution utilizing AutoDirect™ to optimize container loads. The solution comprised several key components: Pre-delivery Inspection, Trucking from OEM to Port, Ocean Freight with AutoDirect™, Special loading of 4 sedans or 3 SUVs per High Cube Container, and Trucking from Port of Discharge to yard. This innovative approach provided routing flexibility and eliminated vehicle damage, while also improved communication flow through a single contact point managing the entire process, from the OEM plant to the dealer's yard.

Customers' Challenges

Connect Demand and Supply

Unreliable schedules of domestic vessels often lead to unfulfilled deliveries.

High Risk of Damage

Vehicles are vulnerable to weather elements and mishandling during transportation, increasing the likelihood of damage.

Complex Processes

The RORO model requires cumbersome steps, including hiring drivers and booking cargo space with various carriers.



