

**TAB International Pte Ltd**

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Press Release

FOR IMMEDIATE RELEASE

**Taishin International Bank wins Best Automobile Loan Product Award in Taiwan 2013**

- The bank adopted a new strategy to accelerate car loan application approval speed.
- Total time till disbursement is as short as two hours.
- The bank continues to lead this market with 21% of market share.

**Taipei, Taiwan, June 27, 2013-** Taishin International Bank won the Best Automobile Loan Product Award in Taiwan for 2013. The bank received the award at The Asian Banker's Taiwan Country Awards 2013 ceremony. The ceremony was held in the Westin, Taipei, Taiwan, on June 27, 2013.

About 60 senior bankers from award winning banks across Taiwan attended the event that recognises their efforts in bringing superior products and services to their customers. The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind.

A stringent three-month evaluation process based on a balanced and transparent scorecard was used for each award category to determine the positions of the winners relative to their competitors within the country.

**The Asian Banker**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong and Shanghai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: Research services, training and forums. The company's website is [www.theasianbanker.com](http://www.theasianbanker.com)

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