

NDB BEHIND TOUNO AMA MARA HIRE CAR SUCCESS IN BUIN, AROB



Augustine Lokea is the proud owner of not one or two but three Toyota Land Cruisers thanks to the funding assistance of the National Development Bank. "I owe my business success to NDB who assisted to start my hire car business and see it grow to where it is now and I appreciate and acknowledge the good business partnership I have with the bank," Augustine said.

Augustine is from Buin in the Autonomous Region of Bougainville and owns Touno Ama Mara Hire Car operating in Buin servicing customers between Buin and Buka. Touno Ama Mara means "Not Too Bad" in the Buin vernacular which describes the experience he went through in trying to start his Hire Car business.

It had always been his childhood dream to own a land cruiser which is the preferred type of vehicle for the rough and rugged terrain in Bougainville but to make this dream become a reality was a real test of struggle, endurance and perseverance.



Caption: Augustine Lokea owner of Touno Ama Mara Hire Car with one of his funded Four Door Land Cruiser in Buin, South Bougainville.



Caption: First two funded 10 Seater Toyota Land Cruisers hired out in Arawa.

Orphaned at the age of two and growing up under the care of his grandmother, Augustine thought his dream would remain a dream with curve balls hurled at him as he tried to find his way in life. Persistence saw him obtain a Diploma in Building from Polytech, Lae and he proceeded to briefly work with Curtain Brothers in Port Moresby but he never lost sight of his childhood dream.

If luck should have it, Augustine was able to claim his late mother's retirement entitlements from the years she served as a teacher. Without a second thought, Augustine returned to Buin and bought a second hand ten-seater from his uncle and started to operate as a PMV between Buin and Buka. He bought his second used open back Landcruiser and with the two vehicles operating he started saving. Augustine sold the two vehicles plus his savings totaling K100,000 he deposited it with PNG Motors hoping to obtain a loan from the only Commercial Bank in Buka to pay off the balance owing for his brand new Landcruiser.

