

## MEDIA RELEASE

03 July 2025

### Action Taken Against Lambency Detailing for AI-Generated Fake Reviews on Sgcarmart.com

1. Quantum Globe Pte. Ltd. (“**Quantum Globe**”), owner and operator of the “Lambency Detailing” brand,<sup>1</sup> has admitted to posting fake 5-star reviews on its Sgcarmart.com<sup>2</sup> (the “**Sgcarmart**”) business page for the last two years. This admission follows an investigation by the Competition and Consumer Commission of Singapore (“**CCCS**”).
2. CCCS commenced the investigation under Singapore’s fair trading laws in January 2025, following a complaint from a Lambency Detailing customer who discovered unauthorised reviews posted under her name on Sgcarmart. During the investigation, CCCS confirmed with seven other customers that fake reviews containing their names, vehicle registration numbers, and vehicle photographs had been posted without their consent.
3. When confronted with the evidence,<sup>3</sup> Quantum Globe admitted to submitting 5-star customer reviews using their customers’ information without their knowledge or consent. These reviews were submitted through a QR code provided by Sgcarmart.com, which allowed users to share feedback on businesses without needing a prior account with Sgcarmart.com, Facebook, or Google. Quantum Globe also admitted that it had used ChatGPT to generate customised review content based on services provided to the customer.
4. The posting of fake customer reviews by a business in relation to a consumer transaction is an unfair trade practice, as consumers might be misled into thinking that the product is more well-received than it actually is, and thus make

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<sup>1</sup> Car detailing services were provided through its automotive detailing centre at 53 Ubi Avenue 1, #01-31 Paya, Ubi Industrial Park, Singapore 408934.

<sup>2</sup> Sgcarmart.com is a car buying and selling platform operated by SGCM Pte. Ltd. and Lambency Detailing’s business page is at <https://www.sgcarmart.com/directory/merchant.php?MID=16742>. See [Annex A](#) for a screenshot Lambency Detailing’s business page on Sgcarmart.

<sup>3</sup> In addition to contacting customers to verify if they have posted the reviews, CCCS also leveraged digital technology and algorithms, which revealed mass postings of suspicious 5-star reviews on Sgcarmart on certain dates.

misinformed purchase decisions. Quantum Globe admitted to engaging in such an unfair trade practice, and has given an undertaking to CCCS that it will:

- a. Stop posting fake reviews;
  - b. Set up a feedback channel for a 6-month period to allow customers to report any fake reviews on Sgcarmart;
  - c. Notify customers whose details were used in reviews posted by Quantum Globe between October 2024 and January 2025, and inviting them to report any fake reviews through the feedback channel;
  - d. For a period of 6 months, publish notices on Sgcarmart and any online platforms used for marketing Lambency Detailing's brand or services to inform customers that it had posted fake reviews, and alert them of the feedback channel; and
  - e. Remove any reviews verified to be fake on Sgcarmart within eight working days, including the seven reviews identified by CCCS during investigations.
5. The director of Quantum Globe, Mr. Matthew Lim Jun Ho, has also given an undertaking to CCCS that he will not engage in any unfair trade practice, or facilitate any business under his control to do so.
  6. In response to the investigation, SGCM Pte. Ltd., which owns and operates Sgcarmart, has shared with CCCS that it is exploring additional verification measures, such as SMS or email confirmation, to further enhance the integrity and authenticity of submitted reviews.
  7. "This is the second fake review case that CCCS has uncovered, and the first case involving both a third-party platform and the use of AI to create these fake reviews. When businesses post fake reviews to boost their ratings and popularity, they poison the well of consumer trust. Such deceptive practices, also known as "dark patterns", not only mislead consumers but also disadvantage honest competing businesses. We remain committed to take firm action against businesses engaging in such unfair practices." said CCCS's Chief Executive, Mr. Alvin Koh.
  8. CCCS had earlier developed tips to help consumers navigate online reviews effectively, which is provided in the enclosed infographic.
  9. Members of the public who would like to report cases of unfair trade practices by errant businesses may contact the Consumers Association of Singapore

("CASE") at 6277 5100 (Mondays to Fridays, 9am to 5pm) or <https://crdcomplaints.azurewebsites.net/>.

– End –

Encl. Infographic: [Consumer Tips for Online Reviews](#)

### **About the Competition and Consumer Commission of Singapore**

The Competition and Consumer Commission of Singapore ("CCCS") is a statutory board of the Ministry of Trade and Industry. Our mission is to make markets work well to create opportunities and choices for businesses and consumers in Singapore.

CCCS administers and enforces the Competition Act 2004 and the Consumer Protection (Fair Trading) Act 2003, to guard against anti-competitive activities and unfair trade practices. Additionally, CCCS ensures that businesses observe fair trade measurement practices by administering the Weights and Measures Act 1975, and ensures the supply of safe consumer goods by enforcing and implementing the Consumer Protection (Trade Descriptions and Safety Requirements) Act 1975 and its associated Regulations.

For more information, please visit [www.cccs.gov.sg](http://www.cccs.gov.sg).

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# Annex A – Screenshot of Reviews on Sgcarmart

**sgcarmart** | Search | Login | Sign Up

New Used Electric Loan Rent Sell **Directory** e-Shop Insurance Articles Forum Resources

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Company name, product or brand | Any category | Opening Hours | Any Distance | of | Your Address / Postal Code | Search

Car Accessories + Performance & Car Parts + Grooming & Car Care + Maintenance & Repair + General Information + Car Sale & Rental +

Home > Motor Directory > Lambency Detailing

### Lambency Detailing

Profile Products/Services Research **User Reviews** Map

Submit a Review | Contact Merchant | Report Error | Edit Merchant Info | Share

Consumer Reviews of Lambency Detailing

**5.0**  
★★★★★  
4791 Consumer Reviews

Technical Expertise	5.0	Customer Service	5.0
Value for money	5.0	Outlet Experience	5.0

[Submit a review](#)

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**Thrilled with the results** ★★★★★  
Posted on 26-Nov-2024

Technical Expertise	5.0	Customer Service	5.0
Value for money	5.0	Outlet Experience	5.0

Leather care was top-quality. My car's interior has been transformed, and I'm thrilled with the results. choose the signature interior detailing package!  
Owner of Skoda Kodiaq

1 Review Photo(s)

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**Feels like new again!** ★★★★★  
Posted on 26-Nov-2024

Technical Expertise	5.0	Customer Service	5.0
Value for money	5.0	Outlet Experience	5.0

The leather care here sibeh tok kong! my car leather went from old and cracked to smooth and comfy. Feels like new again!  
Owner of Tesla Model 3

1 Review Photo(s)

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**Best decision!** ★★★★★  
Posted on 26-Nov-2024

Technical Expertise	5.0	Customer Service	5.0
Value for money	5.0	Outlet Experience	5.0

The CC EVO Coating gave my car an amazing shine. It looks fresh, and now it's easier to keep clean. Best decision!  
Owner of BMW 440i

1 Review Photo(s)

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**Very satisfied with the results** ★★★★★  
Posted on 26-Nov-2024

Technical Expertise	5.0	Customer Service	5.0
Value for money	5.0	Outlet Experience	5.0

the pest fumigation in basic interior detailing was a breeze! No more creepy crawlies in the car, and the process was quicker than I expected. Very satisfied with the results.  
Owner of Volkswagen Golf

1 Review Photo(s)

Figure 1: Reviews on Sgcarmart on 26 November 2024  
Note: Names and car plate numbers have been blacked out