

Business

Ali Alghanim & Sons Automotive Co becomes authorized distributor of Geely Auto in Kuwait

Agreement celebrated at Ali Alghanim & Sons Automotive showroom in Shuwaikh



KUWAIT: Eng Fahad Ali Alghanim - Managing Director of Ali Alghanim & Sons Automotive Co and Xue Tao - Assistant General Manager of Geely Auto International Company during the signing ceremony at the Ali Alghanim & Sons Automotive Showroom in Shuwaikh.



KUWAIT: Management teams of Ali Alghanim & Sons Automotive Co and Geely Auto International Company during the signing ceremony at the Ali Alghanim & Sons Automotive Showroom in Shuwaikh. — Photos by Fouad Al-Shaikh



Geely Emgrand



KUWAIT: Ali Alghanim & Sons Automotive Co, one of Kuwait's leading importers of luxury vehicles, has signed an agreement with Chinese automotive giant Geely Auto Group to become the authorized distributor for Geely Auto range of passenger vehicles in Kuwait.

The agreement was signed between Eng Fahad Ali Alghanim - Managing Director of Ali Alghanim & Sons Automotive Co, and Xue Tao - Assistant General Manager of Geely Auto International Company, at a signing ceremony conducted at the Ali Alghanim & Sons Automotive Showroom in the Shuwaikh area of Kuwait.

Speaking at the signing ceremony, Eng Fahad Alghanim said: "Geely Auto is China's largest and fastest-growing automotive brands, with an impressive range of vehicles in their portfolio and strong technological expertise founded on decades of investment in global research and development. This makes Geely Auto brand the perfect addition to the Ali Alghanim & Sons portfolio of high-quality automotive products, and this partnership will enable us to establish a strong customer base for the brand in Kuwait."

Xue Tao added: "Ali Alghanim & Sons is one of the most prestigious automotive dealerships in Kuwait, with an outstanding reputation for strong sales and after-sales service going back several decades. With their support, we look forward to establishing Geely Auto as one of Kuwait's most popular automotive brands. Our high-quality range of design driven and technologically-advanced passenger cars and SUVs will appeal to consumers that are looking for comfort, reliability and value-for-money, we are confident that they will receive exceptional level of support from Ali Alghanim & Sons."

From his side, Hamad Taleb Alanjari, General Manager for Geely in Kuwait, commented: "We are looking forward to drive this new partnership with Geely Auto to new heights, especially as we gear up to introduce a whole new revamped product-line of sedan, crossover and SUV models equipped with



Geely Coolray

the best-in-class technology and safety features. Moreover, we will inaugurate a new triple S facility in Al Rai at the intersection of Ghazali Street with the 4th Ring Road. The new facility will include a brand new showroom and a state-of-the-art service center

New generation of products from Geely to be introduced in Kuwait market soon

that only befits the discerning customers of Ali Alghanim and Sons Automotive Company in Kuwait."

Geely Auto Group is a leading automobile manufacturer based in Hangzhou, China and was founded in 1997 as a subsidiary of Zhejiang Geely Holding Group (ZGH). Geely

Auto Group is the holding company for several leading brands including Geely Auto, Proton Cars, Lynk & Co, and the Geometry range of vehicles. The group employs more than 50,000 people, operates 12 plants and five global R&D centers in Hangzhou, Ningbo, Gothenburg, Coventry and Frankfurt. The Group also boasts five global design studios in Shanghai, Gothenburg, Barcelona, California and Coventry respectively with over 900 members of staff in total. The Geely Auto brand has been listed on the Hong Kong stock exchange since 2005.

The controlling shareholder in Geely Auto is Zhejiang Geely Holding Group (ZGH), which is also the parent company of Volvo Car Group, Geely Commercial Vehicles Group, Geely New Technology Group and Minitime Group. Zhejiang Geely Holding Group is committed to vigorously pushing the development of world-renowned automotive and mobility technology brands providing high-quality products in multiple market segments to meet different levels of consumer demands.

