

# Al Mulla Group Organizes a Forum for Mitsubishi Fuso Customers in Kuwait

*Al Marikhi: we seek to excel in the transportation sector by providing sustainable transportation solutions*  
*Karl Hasht- Middle East General Manager- Mitsubishi Fuso Japan: the marketing share of Al Mulla Group represents 51% of the total light trucks market in Kuwait, which is the highest compared to the customers of Mitsubishi Fuso in the region.*  
*Jaber: "Mitsubishi Fuso" grants the lowest acquisition cost of its vehicles compared to all its competitors.*



Ayman Jaber - Fuso General Manager



from left: Imad Flayhan - Director of Automotive, Khaled Almuraikhi - Deputy Chief Executive Officer, Akira Echizen - Sales and After Sales Fuso Manager ME, Karl Hecht - General Manager Fuso Dubai, Hisham Fakih - Divisional General Manager Automotiive



Khaled Almuraikhi - Deputy Chief Executive Officer

Al Mulla Group, the exclusive agents of Mitsubishi in Kuwait, has organized the first forum for the customers of Mitsubishi Fuso in Kuwait where the Group presented the updates of its agenda in the business sector.

The forum that was set up yesterday at "Radisson Blu" hotel, included a definition provided by the representatives of Fuso- Mitsubishi Company for the several products, services and benefits offered by the Group to its customers in the business, construction and transportation sector and the developments that guarantee to the customers their achievement of goals and strategies and maximization of benefits. The forum that was attended by elite of customers, media professionals and senior Executive Directors at Al Mulla Group was started by a speech of Mr. Khaled Al Marikhi, the Executive Vice President, who welcomed the audience and wished success to the forum.

Mr. Al Marikhi highlighted in his speech the importance of the forum since it supports the characterized growth of "Fuso" products in Kuwait, in addition to confirming the commitment of Al Mulla Group to provide integrated solutions for heavy and light trucks and buses by providing the high level services and products.

He also added that Al Mulla group seeks to excel in the transportation sector by providing sustainable transport solutions it is promoting by establishing new buildings for consolidating the infrastructure of sales and after sale services for keeping pace with the growth of "Fuso" in the local market and for providing better services that may increase the productivity and effectiveness levels.

Al Marikhi added that: we consider every customer unique and therefore, we are deploying all our efforts to innovate the most appropriate solutions that satisfy his needs and requirements".

Best Solutions

## WE PROMISE



- ✓ We promise to deliver a vehicle which is checked, inspected and ready for immediate service.
- ✓ We promise that your vehicle will be serviced by trained technicians with the latest tools and equipment.
- ✓ We will make every effort to minimize downtime of your vehicle.
- ✓ We promise excellent work at transparent and reasonable prices.
- ✓ We will make every effort to fix it right the first time.
- ✓ We ask your permission before we carry out extra work.
- ✓ We promise to update you on work completion.
- ✓ We aim to satisfy you with our service and promise to deal with your complaints seriously.

### Canter leads the light duty segment with its unique characteristics:

- The lightest yet the strongest half-lorry in the business.
- Canter utilizes Fuso diesel technology: efficient engine capacity producing high horse power & torque.
- Canter chassis & cabin components plus power train unite to deliver optimum performance.
- The best cost-effective half-lorry truck in the market.
- Canter Wide product range & diversified line-up covers all cargo transport applications.
- Canter reflects a Long product life cycle & reliability due to high quality.
- Low running cost.
- Best re-sale value in the market

It has the lowest cost of ownership and operation

New Customer Service Centres

Best Resale Value

He also thanked the attendance for accepting the invitation through which Al Mulla Group seeks to communicate permanently with its customers and providing the best international solutions and techniques in the trucks and buses industry field.

Al Marikhi stated that: this forum is an extension of the leading role of Al Mulla Group in supporting its customers in the works, construction and transport sector, believing in the importance and vital role of these sectors in achieving the development plan goals of the State of Kuwait.

He also added that "the trucks and buses of the Japanese "Mitsubishi Fuso" is the strategic and best partner of the businesses owners, since it allows them to carry out logistic operations and helps them to achieve the maximum benefits since they are characterized by their durability and endurance, in addition to being economic and eco-friendly trucks and buses".

Partners and Allies  
 For his part, Ayman Jaber, General Manager of the

trucks and buses sector at Al Mulla Group, declared that they are very happy to communicate with their customers in an effective way and to start the common success journey with their customers, especially that Al Mulla Group deals with all its customers as strategic partners and allies which results from Al Mulla Group strategies and principles based on the permanent communication and cooperation with customers.

Mr. Jaber added that the Group has increased the guarantee term on the products of "Mitsubishi Fuso" from 3 years or 100,000 km to 5 years or 200,000 km (whichever occurs first). The Group also worked on reviewing the prices of the spare parts and service and increased the deduction value for allowing its customers to decrease the operation costs and increase the profits and therefore, to get the best ownership value of "Mitsubishi Fuso" vehicles compared to its competitors.

Mr. Jaber revealed that Al Mulla Group will introduce in the coming months a new product from "Mitsubishi Fuso" called canter van in several types

and models and provided with a 4 cylinders engine with a capacity of 2.5l expecting at the same time for the new product to acquire high market shares due to its several benefits.

Mr. Jaber also mentioned that the products of "Mitsubishi Fuso" are characterized by the lowest operational cost compared to its competitors by its best quality, efficient operation and economy in consuming fuel, in addition to preserving the highest value upon resale and to being characterized by unprecedented services and benefits including: guarantee of the availability of all spare parts in the lowest prices by getting a discount not less than 25% and 35% on the electrical and air conditioning parts.

He also added that Al Mulla Group provides to its customers integrate services in the after sale operations. The new "Mitsubishi Fuso" maintenance center was opened at Al Rai region, on an area of 1200 m2 with an ability to receive 750 units per month and that is supervised by the best technician and specialized and equipped with the latest tools which guarantees the provision of the best service and completion of the required works as soon as possible.

Mr. Jaber also stated that the quality of their services and reputation in providing exceptional and sophisticated levels of after sale services made them leaders and allowed them to acquire market share reaching 51% of the total light trucks in Kuwait".

The event included many withdrawals that allowed the attendance to win many valuable prizes.

It is also worth mentioning that the Japanese Company "Fuso" was established in 1932 and is one of the German Delmar Group Companies and one of the most prominent manufacturers of commercial trucks in the world and leading in offering the best international solutions and technique in the trucks and buses industry fields and is considered the best choice in the main industrial sectors such as constructions, transport and others.

## OUR HISTORY



In 1932, the late Abdulla Saleh Al Mulla, Secretary of State of Kuwait for over two decades and founder of Al Mulla Group, started an electrical appliances shop and soon acquired the distribution rights for General Electric Appliances in Kuwait.

Being both a visionary as well as an entrepreneur, the late Mr. Al Mulla continues to search for opportunities to grow the business while also managing to balance his responsibilities as Secretary of State.

In 1948, Al Mulla Group managed to secure the exclusive distribution rights for Chrysler, Dodge and Plymouth Automobiles in Kuwait. This partnership continues to this day Chrysler International has grown stronger and healthier with time, a fact that the Al Mulla Group finds pride in.

Al Mulla Group experienced even further growth over the next few decades, with the diversification of the Group's business into new areas, such as engineering, financing, marine, foodstuff, insurance and travel while still continuing to grow the automotive business.

1972 was a key milestone for the automotive division of Al Mulla Group when it achieved even further success after being appointed as the exclusive distributor for Mitsubishi Motors in Kuwait. This partnership grew stronger over the decades, where today, Al Mulla Group represents Mitsubishi products exclusively in Kuwait, Iraq and Egypt.

To cater to this expansion, the Group was restructured and new activity specific subsidiaries were created such as Bader Al Mulla & Bros., Masawah Trading Company and Saleh Jamal & Partners, all being wholly owned subsidiaries of Al Mulla Group. Al Mulla Group Holding Company KSCC was later established as an umbrella company under which all 30+ Group subsidiaries, affiliates and associates are held.

Today, under the guidance and leadership of Al Mulla Group's shareholders and Board of Directors, the Group's principal goal is to create effective and far-reaching solutions that address a wide range of needs. Ranging from automotive, financing, engineering, manufacturing to trading, money exchange, education and health care, Al Mulla Group continues to seek and secure new business opportunities in diverse areas.

