

Overview

Alhamrani United Company

Alhamrani United Company is wholly owned by Sheikh Abdullah Ali Alhamrani, whose relationship with Nissan goes back almost fifty years and was the genesis of the Group's diversification into other sectors.

Nissan is one of the world's leading automakers, annually producing over 3 million vehicles worldwide and generating sales in excess of US\$ 50 Billion. Alhamrani United is the sole agent and distributor for Nissan's complete range of passenger cars and related components in the Kingdom of Saudi Arabia and to date sales of over one million vehicles have been achieved. The annual level of auto sales is currently running at between 45,000 and 50,000 vehicles, while spare-parts achieve over US\$ 50 million.

This positions Alhamrani United Company, which covers the Western Province, and the Alhamrani Trading and Import Company, which covers the Central Province, firmly in the front rank of the automotive sector.

All vehicles are imported into Jeddah where up to 200 a day go through exhaustive pre-delivery inspections before entering Alhamrani's Kingdom-wide distribution system consisting of the Company's own branch network, authorized retail dealers and officially franchised brokers.

The operational control centre is at the Company's Headquarters in Jeddah from which close and constant contact with Nissan is maintained by direct satellite link with Tokyo, via Nissan's recently opened offices in Dubai and through frequent interchanges of staff and technical personnel.

The Headquarters Building is also the location of the Japanese and Saudi staffed 'Jeddah Nissan Office' which is a support arm for new product launches, trade and road shows, performance tests, seminars and training programs.

Considerable emphasis is placed on customer appeal and satisfaction with prestigious, full-service showrooms in major cities Kingdom-wide, after-sales service centers and spare parts outlets, an emergency unit for delivering spares to any workshop anywhere and a 24-hours recovery service.

Specialized departments in Jeddah and Riyadh handle installment and leasing plans contract hire and fleet management.

Good communications with a very broad customer base are maintained through sustained multi-media advertising, promotional and public relations campaigns, in which social issues such as road safety and the protection of the environment play an increasingly important role.

At the core of this operation is a work force of over 1,000 employees, on whose skills and dedication the company's continuing success ultimately depends. Hence the emphasis on training, both at Alhamrani United's own fully equipped centers and in Japan where Nissan provides advanced technical courses. These and various employee welfare schemes underline the value the Company places on a highly trained and motivated work force.

Future plans include the addition of more branches, upgraded Internet and other information services and accelerated development of the Equipment and Machinery Division.

Alhamrani Trading and Import

Established since 1960, Alhamrani Trading and Import (ATI) has the exclusive dealership franchise for Nissan Vehicles in the Central Province of the Kingdom of Saudi Arabia.

In 1960 Sheikh Ali M. Alhamrani established the Alhamrani Trading & Import Company to acquire the exclusive Nissan dealer franchise for the Central Province This was a natural extension of the Group's interest in Nissan's sole distributor - the Alhamrani United Company. This prestigious dealership has enabled the Alhamrani Group to expand its presence in the Central Province and particularly in Riyadh, the capital of Saudi Arabia.

In the face of strong competition from other leading marques, the Alhamrani Trading Company, now Riyadh's largest automobile distributor has captured a share of over 30 percent of the Central Province's market for new vehicles. This is the Kingdom's most lucrative market. The population of Riyadh city alone has boomed from 160,000 in 1960 to 2.5 million today. The city is at the nucleus of the national road system and it benefits from a massive investment in a network of highways designed to ease congestion.

The Company stocks the full range of Nissan cars, trucks and delivery vehicles, including limited edition models. The Company's 15 branches span the Central Province ensuring that vehicles, spare parts and professional services are readily available to customers throughout the area.

In emergencies, a specialist unit is able to deliver components to the remotest workshop within hours.

The Company's challenge is to expand its share of the Central Province's market for new and used vehicles and related services. To achieve this, the Alhamrani Trading & Import Company is committed to offering customers' unsurpassed service, reliability and value for money. This is supported by the training and development of all employees and continued investment in the business to support sales and increase efficiency.

Alhamrani Trading & Import plans to further extend its range of supporting services to cover every motoring need. The Company will shortly introduce recovery, valeting, quick lubrication and fitting, as well as V.I.P. services.

Through its commitment to the best possible quality of products and services, the Company continues to build loyalty. The customer-care team, reporting directly to the General Manager, continuously monitors the Company's performance at all points of contact with customers.

Its observations are relayed to branch of departmental managers and overall performance is reviewed at monthly meetings.

Alhamrani Trading & Import will also increase sales by implementing new formulas, particularly in the used cars market, installment packages, leasing and contract servicing.

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