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AL ZAYANI INVESTMENTS
Group Newsletter

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FIRST MOTORS MARKS 20TH ANNIVERSARY WITH HYUNDAI

First Motors, the official dealer and distributor of Hyundai, Genesis and Hyundai commercial vehicles in Bahrain, marked a significant milestone earlier this year, celebrating its 20th anniversary with Hyundai Motor Company.

As part of the commemoration, First Motors held a press conference and a special 20th anniversary event at the First Motors' showroom in Ma'ameer on September 24. The occasion was graced by Khalid Rashid Al Zayani, Honorary Chairman of Al Zayani Investments; First Motors Managing Director, Nawaf Al Zayani; First Motors General Manager, Mohammed Zaki; other management and invited guests. The event also premiered a special documentary chronicling the evolution of First

Motors from its inception and alliance with Hyundai to becoming a prominent player in Bahrain's auto industry. First Motors also proudly announced that it has been awarded the prestigious Hyundai Dealer of the Year (DOTY) 2024 for the second consecutive year. The accolade was presented by Yoon Won Ko, Senior country manager from Hyundai Motor Company Middle East and Africa headquarter, at the ceremony.

The DOTY programme recognises the top 100 Hyundai dealers globally, rewarding excellence in sales, after-sales service, facility standards, customer experience and business management. This year, nine dealerships were honoured, with First Motors standing out as one of only three among the

GCC countries to receive this recognition, alongside Saudi Arabia and the UAE. Commenting on the successful collaboration between the two companies, First Motors has seen an exponential growth over the past 20 years and has achieved incredible milestones in its partnership with Hyundai. The company's numerous accomplishments include the construction of a state-of-the-art showroom and service centre in 2009 to accommodate the increasing demand for Hyundai vehicles; the establishment of Quick Lube Service Centers in Salmabad and Arad; an expansion of its main showroom in 2020; and the recent opening of a genuine Hyundai parts shop in Arad, this August.

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FIRST MOTORS CELEBRATES TWO DECADES OF SUCCESS WITH HYUNDAI MOTOR COMPANY

In 2017, Hyundai recognised First Motors for outstanding sales performance, cementing its position as a key player in Bahrain's automotive market. One of the highlights of the partnership was the inauguration of the Genesis Showroom in Sitra in 2021, making First Motors the first in the Middle East to showcase the brand in a dedicated space.

The enduring 20-year partnership between the two automotive giants highlights both companies' dedication towards innovation, growth

and customer service excellence. As First Motors looks towards the future, it remains committed to providing Bahrain's customers with high quality vehicles and exceptional service, building on the strong foundation established over the years.



GENESIS AND FIRST MOTORS ANNOUNCE GOLD SPONSORSHIP FOR BIAS 2024



Genesis and First Motors, the official distributor for Genesis in the Kingdom of Bahrain, signed a Gold Sponsorship agreement as the exclusive luxury car provider for the official delegations participating in the Bahrain International Airshow (BIAS) 2024. The agreement was signed by HE Mohammed bin Thamer Al Kaabi, Minister of Transportation and Telecommunications, alongside the General Manager of First Motors, officially designating the company as the official car supplier. The company provided luxurious vehicles from the G90 and G80 categories for the official delegations at the airshow, which took place under the royal patronage of

His Majesty King Hamad bin Isa Al Khalifa at the Sakhir Air Base from November 13 to 15, 2024.

Genesis and First Motors presented new luxury vehicles of the 2025 model from the G90 and G80 categories. The airshow was coordinated by the Ministry of Transportation and Telecommunications and the Royal Bahraini Air Force in collaboration with Farnborough International.

This sponsorship agreement reflected the Ministry of Transportation's commitment to enhancing cooperation between the public and private sectors, thereby strengthening the position of the Bahrain International Airshow 2024 as a prominent

global platform in the aviation industry. His Excellency Mohammed bin Thamer Al Kaabi, Minister of Transportation and Telecommunications, expressed his gratitude to First Motors for their support, emphasizing the importance of the company's contribution to the success of the event and the role of the private sector in supporting national initiatives.

Mr. Nawaf Khalid Al Zayani, General Manager of First Motors, expressed pride in supporting an event that enhances Bahrain's international reputation and economic standing, especially in the aviation sector, aligning with the goals of Bahrain Economic Vision 2030.

MITSUBISHI MOTORS HONOURED AT 2023 BUSINESS EXCELLENCE AWARD

Zayani Motors, the exclusive distributor of Mitsubishi Motors Company (MMC) in the Kingdom of Bahrain has received prestigious honours from Mitsubishi Motors Middle East and Africa, as part of the Business Excellence Award Program for the Fiscal Year 2023. The annual event assesses the performance of Mitsubishi distributors across the region in multiple categories and awards outstanding achievements in each.

Zayani Motors won the Bronze Award in the Sales & Marketing Business Excellence Program, affirming its regional distinction and commitment to offering leading services that generate a loyal, expanding customer base. Sales goals for 2023 were impressively exceeded through the implementation of targeted marketing initiatives as well as wide-reaching campaigns that consolidated Mitsubishi's strong presence

in the market.

The honours were received by Mr. Rashed Zayed Alzayani Managing Director of Zayani Motors who commented, "This award is a testament to the dedication of the Zayani Motors family, in particular our winning Sales and Marketing team which operates under values of collaboration and drive to uphold an uncompromising standard of quality. We commend their efforts and anticipate further success in the future."

For his part, Mr. Rizwan Tariq,

General Manager of Zayani Motors stated, "We are proud to receive this prestigious award from Mitsubishi Motors Middle East and Africa, highlighting our prominence as a regional distributor. Our team

has developed a sophisticated strategy to maintain the legacy of the iconic brand and will continue to provide exceptional service that ensures its growth in the coming years."



BODY WORKS LAUNCHES INNOVATIVE AIRBRUSH ART SERVICE FOR VEHICLE CUSTOMIZATION

Body Works, the largest accident repair facility in the Kingdom, has introduced a new airbrush art painting service that offers exceptional precision and detail for custom paint jobs. This innovative technique allows skilled technicians to create high-quality, durable finishes, whether for subtle enhancements or complete artistic transformations.

The new custom airbrush artwork service allows customers to personalize their vehicles with options ranging from intricate designs to bold statements. Skilled artists use high-quality paints to ensure striking aesthetics and durability while allowing clients to express their unique styles.



HYUNDAI SPONSORS WORLD WEIGHTLIFTING CHAMPIONSHIPS IN BAHRAIN

First Motors, the official dealer and distributor of Hyundai, sponsored the World Weightlifting Championships. The event took place in Bahrain for the first time from December 4 to 15.

The championship was held under the patronage of His Highness Shaikh Nasser bin Hamad Al Khalifa, Representative of His Majesty the King for Humanitarian Work and Youth Affairs, and President of the Supreme Council for Youth and Sports. The competition was held opposite Bahrain National Museum.

This major global sporting event featured 473 male and female athletes representing 92 countries worldwide. Competitors vied for medals in 48 weight categories across men's (senior and junior) and women's (senior and junior) divisions.

"It is an honor for us to be a part of the World Weightlifting Championships. This is the first time Bahrain has hosted this global event, and the outstanding organization and significant efforts made by all concerned reflect Bahrain's commitment to delivering

the best in sports championships." said Mr. Nawaf Khalid Al Zayani, Managing Director of First Motors, affirming the company's continued support for sports in the Kingdom of Bahrain, praising the organization and efforts made to host this major event, he added: "We are proud of our contribution to this success and look forward to seeing the athletes compete in an atmosphere of professionalism and cooperation. The Kingdom of Bahrain has always distinguished itself by its ability to organize major sporting

events, and this event will undoubtedly be a milestone in the history of sports in the Kingdom."

The Bahrain Weightlifting Federation is organising the championship under the supervision of the IWF, in cooperation with the Ministry of Tourism, the General Sports Authority and the Bahrain Olympic Committee. This partnership demonstrates the commitment of all involved parties to delivering a world-class event that showcases Bahrain's organisational capabilities and enhances its international standing.





FIRST MOTORS HOSTS A TEST DRIVE EVENT IN COLLABORATION WITH COSTA COFFEE

First Motors, the exclusive distributor of Hyundai vehicles in Bahrain, hosted an exclusive test drive event in collaboration with Costa Coffee on November 9, 2024, at Costa in Amwaj. Attendees had the opportunity to test drive a wide range of Hyundai vehicles, experiencing their performance and features firsthand. As a special incentive, customers were offered a 3BD Costa Coffee voucher with every test drive, making the event even more enjoyable. For more information, customers can contact First Motors at 17121121.



FIRST MOTORS HONOURED AS HYUNDAI'S 2024 DEALER OF THE YEAR

First Motors, the official dealer and distributor of Hyundai, Genesis and Hyundai commercial vehicles in the Kingdom, is thrilled to announce that it has been awarded the coveted Hyundai Dealer of the Year (DOTY) 2024 for the second consecutive year. The accolade was presented by Amine Jabbour, Channel Enhancement Senior Manager of Hyundai Motor Company Dubai, at a special ceremony held on Sep-

tember 24 at the First Motors showroom in Ma'aameer. The DOTY programme recognises the top 100 Hyundai dealers globally, rewarding excellence in sales, after-sales service, facility standards, customer experience and business management. This year, nine dealerships were honoured, with First Motors standing out as one of only three among the GCC countries to receive this rec-

ognition, alongside Saudi Arabia and the UAE. First Motors' consecutive win highlights the company's unwavering dedication to excellence in the automotive sector. Nawaf Al Zayani, Managing Director of First Motors, along with General Manager Mohammed Zaki, accepted the award in the presence of key team members from the Hyundai sales, service and marketing departments.

"Receiving this prestigious accolade for the second consecutive year underscores our relentless pursuit of excellence and our commitment to setting new standards in the automotive industry," said Mr Al Zayani. "Being acknowledged among the top Hyundai dealerships worldwide is a true reflection of the hard work and devotion of our exceptional team and the steadfast support of our loyal customers."



GENESIS AND BISB SIGN PARTNERSHIP FOR END-OF-YEAR OFFER

First Motors, the exclusive distributor of Genesis vehicles in Bahrain, celebrated a signing ceremony with Bahrain Islamic Bank (BISB), on the 17th of November 2024, to launch an exciting end-of-year offer. The promotion allowed customers to purchase any Genesis vehicle and enjoy a deferred payment option, with the first payment due after six months.



GENESIS CELEBRATES BAHRAINI WOMEN'S DAY

On December 1, 2024, Genesis marked Bahraini Women's Day by showcasing the inspiring stories of two of its female customers in a special video shoot.

The video, filmed with these accomplished women, explored their personal journeys, how Genesis vehicles seamlessly complement their dynamic lifestyles, and the reasons behind their choice of the brand. With a focus on empowerment and innovation, the video highlighted how Genesis delivers the perfect blend of elegance, performance, and technology to meet the needs of modern women, reinforcing the brand's commitment to creating exceptional driving experiences for all.



HYUNDAI SPONSORS “MICROSHABAB6” YOUTH FORUM FOR ENTREPRENEURSHIP



First Motors, the exclusive distributor of Hyundai vehicles in Bahrain, proudly sponsored the “Microshabab6” Youth Forum for Entrepreneurship, held from October 1 to 3, 2024, at the University of Bahrain (UOB). At this inspiring event, Hyundai showcased the cutting-edge IONIQ 5 and IONIQ 6 electric vehicles, highlighting the brand’s commitment to innovation and sustainability. The forum, dedicated to empowering young entrepreneurs, was an excellent opportunity for Hyundai to engage with the next generation of business leaders and introduce them to the future of electric mobility.

FIRST MOTORS HOSTS A CAR DISPLAY AND TEST DRIVE EVENT AT AL LIWAN



First Motors, the exclusive distributor of Genesis vehicles in Bahrain, held a roadshow campaign at Al Liwan from the 19th to the 30th of November 2024. The event featured the stunning Genesis G80 and GV80 Coupe models on display, allowing visitors to get up close to these luxurious vehicles. Additionally, the company organized test drive sessions on the 22nd, 23rd, 29th, and 30th of November, where customers had the opportunity to experience the full range of Genesis cars. To add to the experience, a Costa Coffee corner was set up at the booth, offering complimentary beverages to all visitors.



HYUNDAI SPONSORS KOREAN COMMUNITY IN BAHRAIN YEAR-END PARTY

First Motors, the exclusive distributor of Hyundai vehicles in Bahrain, is proud to sponsor the Korean Community in Bahrain's Year-End Party held on December 5, 2024, at the Gulf Hotel. As part of this celebration, Hyundai showcased the stylish and innovative Santa Fe, offering attendees the chance to experience the brand's cutting-edge design and performance. The event brought together members of the Korean community, and Hyundai was thrilled to be part of this festive occasion, marking the end of a successful year with a highlight of their latest vehicle offering.

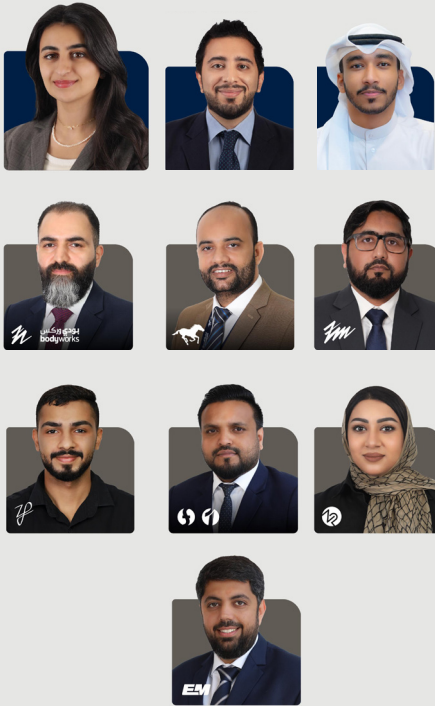




GENESIS PARTNERS WITH BAHRAIN PARALYMPIC COMMITTEE FOR 2024 EVENTS

First Motors, the exclusive distributor of Genesis vehicles in Bahrain, is proud to sponsor the Bahrain Paralympic Committee (BPC) for their 2024 events, including the Bahrain Para Taekwondo & Poomsae and Bahrain Para Badminton International Series. As part of the sponsorship, Genesis provided three G90s and two G70s to transport distinguished VVIP delegates from Korea during the events, which took place from November 22nd to December 15th, 2024. Additionally, a stunning GV80 Coupe was displayed during the events, showcasing Genesis' commitment to luxury and performance. This partnership underscores Genesis' support for the Paralympic movement and its dedication to fostering inclusivity and excellence in sports across Bahrain.





ALZAYANI INVESTMENTS GROUP LAUNCHES THE ENVIRONMENTAL SUSTAINABILITY COMMITTEE

Alzayani Investments Group proudly announces the launch of the Environmental Sustainability Committee, showcasing the group's unwavering commitment to supporting sustainable development goals and playing a pivotal role in driving comprehensive development in the Kingdom of Bahrain.

The Environmental Sustainability Committee is a strategic platform that aims to develop innovative projects and contribute to achieving environmental and social goals. By establishing strong partnerships with various stakeholders, including non-governmental organizations, local communities, and the rest of the private sector.

Ms. Reem Zayed Alzayani, Group Corporate Communications and ESG Di-

rector, emphasized the importance of this initiative. She stated, "The launch of the Environmental Sustainability Committee reflects Alzayani Investments Group's commitment to be environmentally responsible and sustainable in our operations. We consider that achieving the sustainable development goals is a collective responsibility, and through this committee, we seek to promote effective and innovative solutions and partnerships that contribute to the development of society, environment, and improve the quality of life."

At a time when the world is witnessing a major shift towards sustainable development, Alzayani Investments Group is paving the steps to take part in the dialogue.

ALZAYANI INVESTMENTS GROUP SUPPORTS PROMISING BAHRAINI YOUTH PROJECTS

In line with Alzayani Investment Group's commitment to supporting pioneering youth projects and enhancing efforts to achieve the 2030 Economic Vision, Mr. Zayed Rashid Alzayani, Chairman of the Group, welcomed a number of outstanding Bahraini youth entrepreneurs representing a promising generation of business leaders.

The group launched an initiative aimed at supporting these youth projects and highlighting their creativity and innovative ideas. The initiative includes dedicating pages in the annual calendar of Alzayani Investment Group to showcase two youth projects run by university students, with the goal of introducing their projects to the community and enhancing their visibility, as well as opening new avenues for collaboration between various entities and institutions. This calendar has been distributed to all affiliated companies of the group to serve as a platform for promoting the efforts of these creative young individuals, who have forged their paths in entrepreneurship despite their university



studies.

In this context, Mr. Zayed Rashid Alzayani expressed his happiness in seeing Bahraini university students turning towards entrepreneurship and managing their own ambitious and creative projects. He stated, "Today, Bahrain is proud of its bright minds that think outside the box and work to create new and different opportunities for themselves. Seeing university students transform into successful entrepreneurs is proof that Bahrain is rich with promising young talent capable of inno-

vation and contributing to building the national economy."

Mr. Alzayani emphasized the group's ongoing commitment to supporting Bahraini youth talent, noting that these projects contribute to various economic sectors in the kingdom. He added, "At Alzayani Investment Group, we believe that supporting this talent is essential, and we will continue to support all emerging projects that stem from a new vision and mindset, empowering them to achieve success and sustainable growth."



AL HILAL HOSPITAL CONDUCTS MEDICAL CHECK-UP FOR ALZAYANI MOTORS

Al Hilal Hospital successfully conducted a medical campaign in collaboration with HappiWorks Alzayani under the initiative "I Care About My Health." The event took place on the first floor of the commercial building and welcomed all employees of Alzayani Motors.

The medical check-ups offered a range of essential tests, ensuring the health and well-being of the employees. The initiative aimed to promote health awareness and preventive care within the workforce.



ZAYANI LEASING DELIVERS FLEET TO BAK GROUP



Zayani Leasing, one of the longest-standing car leasing companies in the Kingdom of Bahrain, announced the strengthening of its major partnership with Bader Ahmed Kaik-sow Group (BAK), one of the most prominent institutions in the commercial sector. The fleet provided by Zayani Leasing will be increased to meet the group's various commercial needs.

Zayani Leasing will provide a fleet of MG and Mitsubishi vehicles with the aim of supporting the group's leading performance on economic and commercial levels. The fleet consists of MG 5, the stylish and economic sedan designed to enhance both work

and pleasure while providing an exceptional driving experience, and the contemporary crossover MG ZS, as well as the reliable L200 pickup truck from Mitsubishi.

Commenting on this occasion, Mr. Khalid Hamid Alzayani, Managing Director of Zayani Leasing, stated, "We are proud of our partnership with BAK Group, which is solid proof of the group's confidence in Zayani Leasing and the exceptional and high-quality services it provides. We are pleased to have played a part of the group's success in the past and look forward to continuing this fruitful partnership in the coming period."

He continued, "At Zayani Leasing, we are keen to provide all customers with competitive prices and the best vehicles in the market to meet the growing needs of companies and institutions operating in different fields. This comes within our commitment to drive the economic development witnessed by the Kingdom by supporting our partners operating in various sectors."

For his part, Mr. Salman Kaik-sow, Director of BAK Group, commented, "We are pleased with the distinguished services provided by Zayani Leasing in the previous period. We affirm the importance of this strategic partnership that meets our

commercial needs with high efficiency, and anticipate further cooperation by renewing our existing partnership."

BAK Group is one of the oldest companies in the commercial sector that takes part in economic and commercial projects with added value to the national economy. The well-known family business is active in various commercial activities including civil engineering & road works, engineering services, importing and sales of bulk building materials, premium tiles & sanitary ware, rental & chartering of marine vessels & providing marine services, IT services & various solutions, travel and tourism services.



FIRST MOTORS ORGANIZES AWARENESS SESSION ON BREAST CANCER

First Motors organized an awareness session on breast cancer, where an expert from Bahrain Specialist Hospital highlighted the importance of understanding the risks associated with breast cancer and ways to prevent it.

First Motors also expressed gratitude to breast cancer warriors, stating that they inspire us and make us much stronger!



“BODY WORKS” SIGNS DEAL WITH “BINOTTO GROUP”



Body Works, the leading accident repair and body modification facility in the Kingdom, has recently signed a deal to become the authorised and exclusive distributor of Binotto product range in Bahrain. Binotto is a world leading group involved in the manufacture of hydraulic cylinders and systems for tipping solutions, from light, to the heaviest duties.

Marking a valuable addition to the specialised services and products offered by Body Works, the new partnership will provide local and neighbouring clients with complete, reliable, and top-quality hydraulic systems. These include front-end and under-body telescopic cylinders, wet kits, oil tanks, pumps, PTOs, valves, and more. All products work in compliance with the Highest International Quality Standard (ISO 9001) to satisfy various market needs in transportation, construction, and heavy-duty mining industry.

Body Works will offer the Binotto range with installation, service and maintenance of the products, ensuring consistent provision of after-sales services and technical support that guarantee durability. This confirms Body Works' continuous endeavour to maintain its position as a top facility in the field of automotive body modification in Bahrain.

Mr. Khalid Hamid Alzayani, Managing Director of Body Works, commented on the



occasion, “We are proud to have been chosen as the sole distributor of Binotto in the Kingdom, affirming our position as the foremost body modification facility in Bahrain. We anticipate the expansion of our offered products and services in a manner supporting the operational needs of a diverse client base.”

For his part, Mr. Marco Simioni, Binotto Area Sales Manager stated, “We are pleased to conclude this deal with Body Works and have the utmost confidence in a fruitful partnership that furthers mutual interest. We are assured in our choice of distributor and look forward to supplying our product line to the Bahraini market and boosting our regional presence.”

Binotto Group is based in Italy and operates 5 state-of-the-art manufacturing plants worldwide. With over 65 years in the market, Binotto serves more than 150 countries across the globe with subsidiaries, authorised dealers, and specialised workshops.

Body Works was launched in 2015 to become the first industrial project of its kind and scale. It provides higher standards of repair and modification and excellent services for customer satisfaction. Body Works sets itself apart from its competitors by offering the best quality and warranty for its products, while promising the best finish through a completely machine-tooled process.