



# Cadillac Alghanim expands its presence, opens first exclusive showroom in Shuwaikh



- Ceremony attended by executive management of Alghanim Industries, Cadillac, and General Motors
- Number of new Cadillac vehicles by the end of 2020



**KUWAIT:** Further bolstering its presence as a leading automotive distributor, Cadillac Alghanim announced on 29 November 2018, the opening of its first exclusive showroom in Kuwait, located in Shuwaikh. A number of representatives from Alghanim Industries, headed by Chairman Kutayba Y. Alghanim and CEO Omar K. Alghanim attended the opening ceremony of the showroom. President of General Motors Middle East John Roth, and Managing Director of Cadillac Middle East Christian Soemmer, also attended the event, which included an exclusive tour to explore the latest distinguished Cadillac cars.

During the event, Chairman Kutayba Y. Alghanim praised the historic decades-old ties between the two companies. "We are pleased to celebrate the first exclusive Cadillac showroom in Kuwait, yet another milestone in our 70 year relationship with General Motors. Our enduring partnership continues to flourish, as we restate our mutual commitment to our loyal customers. As the longest standing dealership in the region, we promise to continue to bring to Kuwait the best experience, combined with the best service. We look forward to celebrating more milestones with our customers and our partners, in the near future," he said.

CEO of Alghanim Industries Omar Kutayba Alghanim said: "We are excited to open an exclusive showroom, dedicated entirely for Cadillac, an iconic American brand. We had an incredibly strong performance over the past 24 months. This year, Cadillac Alghanim has become the second largest distributor of Cadillac sales in the region, after Saudi Arabia. This is a huge testament to great products and the hard work of the team."

He added: "I am excited that Cadillac are launching a number of new models before the end of 2020. We can't wait to showcase these beautiful cars, which we believe will appeal particularly to young people and families."

John Roth, President and Managing Director - GM Africa and Middle East, commented during the event: "Our relationship with Alghanim industries is a special one, spanning over 70 years, we have worked together to create customers for life here

in Kuwait. We have achieved a number of milestones together and this showroom is another example of their confidence in the Cadillac brand and ambition to create a special journey for every customer."

Christian Soemmer, Managing Director, Cadillac Middle East commented during the event saying: "These are exciting times at Cadillac as we continue to build on our 10 year plan, we will see a number of new products come from the brand. Kuwait is pivotal in realizing our ambition to return to the pinnacle of premium, and I have full confidence we can with partners like Alghanim who have shown over the many years that they are as determined to realize our vision and new facilities like this one will help us build customers for life and we thank them for this commitment and trust in the brand."

Cadillac Alghanim's expansion plan includes opening three showrooms in the near future, bringing Cadillac closer to its customers around Kuwait.

The new showroom features a full range of elegant Cadillac vehicles on display, offering premium and specialized services for customers such as trade-in, finance, insurance, accessories, personalized vehicle delivery and more.

Cadillac Alghanim has achieved several milestones as a testament to its dedication and ambition. Achievements over the past two years include:

- Cadillac Grandmasters Award 2017
- The highest growth in volume among all the distributors in the region with +18% YOY (year on year) growth Award
- Second-largest dealer in the region following Saudi Arabia YTD Oct 2018
- #1 in the region for Customer Satisfaction based on Sales NPS (Net Promoter Score) YTD
- First place award for the 2018 GM Parts Skills Competition
- GM Middle East Technicians Skills Competition in 2018
- One of the top Cadillac Service Center in the region in 2017

