



KUWAIT: The management teams of Kuwait Automotive Imports Co WLL (KAICO) (Al Shaya & Al Sagar) and Mazda during the celebration to commemorate their five decades of partnership in Kuwait. — Photos by Joseph Shagra

# KAICO (Al Shaya & Al Sagar) opens first of its kind Mazda Boutique showroom in Avenues

## Celebration marks five decades of successful partnership

KUWAIT: Kuwait Automotive Imports Co WLL (KAICO) (Al Shaya & Al Sagar), the exclusive distributors of Mazda vehicles in the state of Kuwait celebrated their 50th anniversary by commemorating the five decades of partnership.

KAICO has grown the Mazda brand in Kuwait as one of the major mobility providers serving three generations of customers and a wide customers base of individuals, companies and the government sector, as stated by Yousef Al-Shaya, CEO during the opening.

Yousef Al-Shaya, CEO also thanked all the stake holders who have been part of the Mazda journey over five decades and re-committed KAICO's endeavor to provide the best products and services to our customers.

He also stated that Mazda's vision of building great cars with higher engineering, KODO designs, JINBA ITTAI handling, powered by fuel-efficient SKYACTIV engines sets the brand apart from its peers. We aim to provide a CX experience - a premium customer experience by providing an environment that will encourage browsing, test-driving and finally ownership in an environment, which is a MALL.

H. Inoue, Senior Managing Executive Officer of Mazda Motor Corporation mentioned that he is very impressed with KAICO management by their serious attitude for not only brand building but also delivering their customers high satisfaction through their investment in their facility and their never ending challenge has just been actualized by their state of the art "Mazda Boutique" at this Avenues Mall.

He also said that Mazda will become a strong brand chosen by the customers repeatedly and



KAICO and Mazda will enjoy the next prosperity together, through the strong collaboration between No 1 Customer satisfaction delivered by KAICO and next generation Mazda cars or 7G.

Ashish Tandon, General Manager, KAICO, thanked Inoue San and all the visitors from Mazda Motor Corporation, Itochu Corporation, Vehicles Middle East and His Excellency the Ambassador of Japan in Kuwait and the Commercial Attache for sparing their valuable time to be part of this celebration. He also mentioned that he looked forward to inviting them all for the 60th anniversary celebrations.

Nader Salmeh, Senior Executive Manager, VSG, mentioned that the Mazda Boutique is a great strategic move for the Mazda brand and it will fulfil our ambitions to increase our Market share and provide customers to buy a Mazda car in a life style concept.

