

Al Rostamani Trading Company opens sprawling Sharjah Service and Spare Parts Centre

During the first 4 months of 2008 Suzuki was the fastest growing Japanese car brand in the UAE compared to the same period in the year 2007. The phenomenal growth of 191% declared by Al Rostamani Trading Company, the sole authorized distributor for Suzuki vehicles in the United Arab Emirates, comes as a proof of the growing success that the Suzuki brand has achieved in this highly competitive market.

Commenting on the growing popularity of Suzuki cars, Setrak Mechedjian, General Manager, Al Rostamani Trading Company said: “We have experienced a growing demand for the entire Suzuki model line up, which came as a result of the excellent quality and performance of our cars coupled with the commitment of our sales and after sales staff. This is supplemented by the various marketing activities that helped uplift the Suzuki brand’s image and increase our brand equity in this ever increasing competitive market. Suzuki vehicles’ reliability, fuel efficiency, excellent value for money and style made it popular among the individuals who are looking for a smart and easy to maintain vehicle.

Mr. Mechedjian also added: ‘In order to sustain our rapid growth and cater for wider market segments, we decided to introduce the all new Suzuki SX4 Sedan to the UAE Market as of Mid July 2008. Suzuki SX4 Sedan comes with two engine options, the 4 cylinder – 1.6L and the 2.0L. We foresee an excellent sales opportunity for the Suzuki SX4 Sedan in our market and we are confident that it has the potential to match if not even surpass the great success that the Suzuki Grand Vitara and Suzuki Swift have achieved so far.

As part of its expansion plan Al Rostamani Trading Co. has also inaugurated its new Service and Spare Parts Centre in the heart of Sharjah Industrial Area 1. This impressive 40,000 sq ft facility will further improve access to service and maintenance for our customers.’

Al Rostamani Trading Company has been the sole authorized distributor for Suzuki vehicles in the UAE for almost six years. The company, which offers comprehensive sales and after-sales services including a Suzuki-trained service team for all maintenance support and repairs, has been acclaimed for its customer-focused approach. Al Rostamani Trading Company a member of Al Rostamani Group, one of the largest conglomerates based in the United Arab Emirates, is committed to providing a high level of customer care. The Al Rostamani Group is a diversified trading and services company with operations in automotive, commercial trucks, real estate, construction, finance, travel, money exchange, information technology, logistics, manufacturing and recycling.