

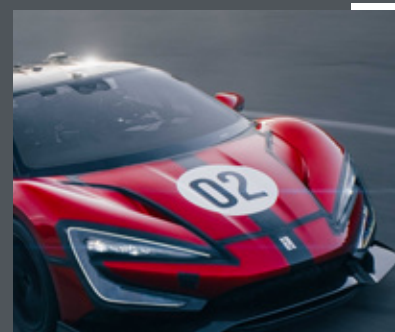
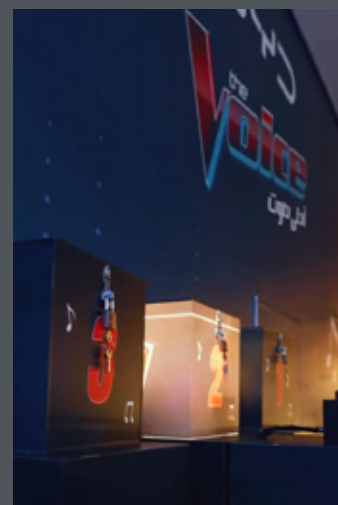
BYD DREAMERS

E-Newsletter for BYD Alghanim



BYD LAUNCHES THE ALL-NEW ATTO 8

The BYD Atto 8 marks a major step forward for the brand as BYD's first ever 7-seater SUV. It is built for families who need space, comfort, and safety, while still offering real performance behind the wheel. This is not a soft family mover, it is a full-size SUV with strength, speed, and strong road presence.



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DREAM ON...

DECEMBER 2025 | ISSUE 2 | BYD

Hello everyone,

As we close out the year, it is clear that BYD is moving forward with strong momentum, driven by passion, belief, and purpose. This year marked an important phase for the BYD Group in Kuwait, as we continued to expand while actively leveraging the strength of the Alghanim ecosystem.

Our collaborations within the Alghanim ecosystem, such as Xcite and Alghanim Engineering, are clear examples of how group synergy can create a stronger impact across touchpoints, from retail infrastructure to customer experience. This connected approach is helping us move faster and build a stronger market presence.

2025 has also been a year of strong commercial results. We proudly overachieved our year 1 volume and market share aspirations, supported by the successful launches of Denza and Yangwang in Kuwait. The positive customer sentiment, strong engagement, and market response around all brands reflect growing trust in what we represent and what we offer.

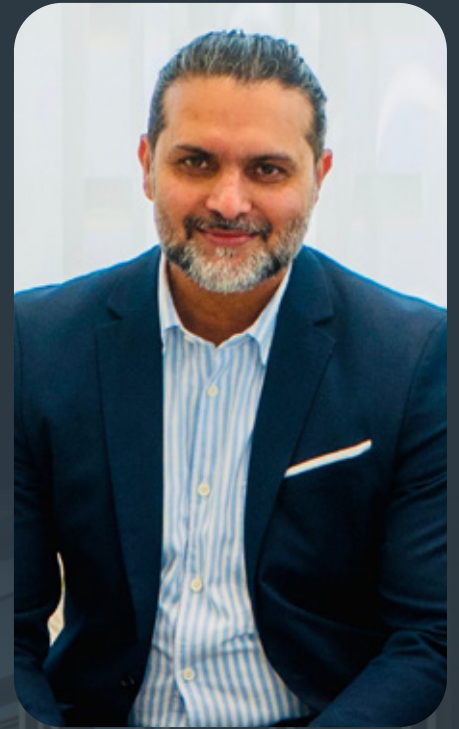
These achievements are the result of real teamwork across departments, clear execution, and belief in the direction we are taking as a business.

As we step into 2026, we do so with confidence, energy, and readiness for even more success stories ahead. There is a strong pipeline, big ambition, and clear opportunity in front of us.

Wishing everyone a successful year ahead and a Happy New Year.

Senior General Manager / Chief Dreamer

Kamran Maryoor



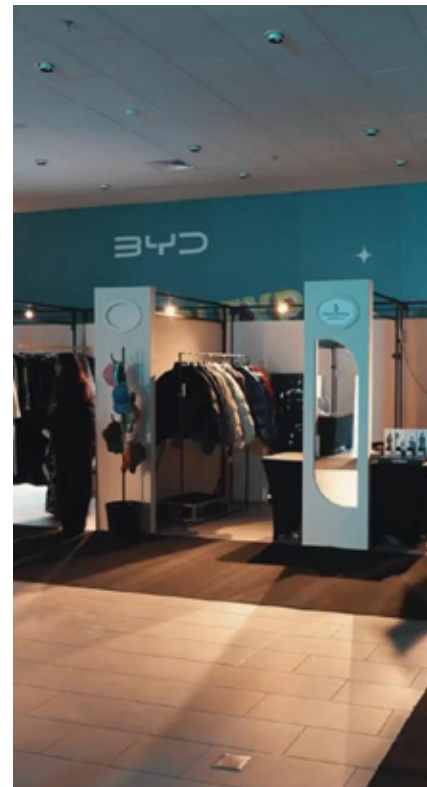
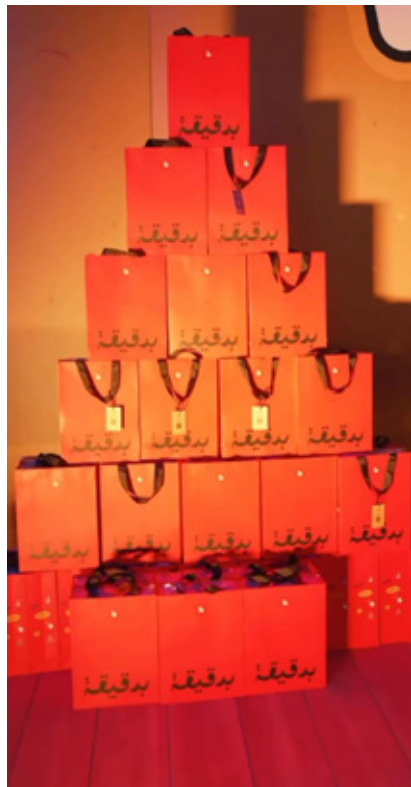
WEEKEND EVENTS @ BYD

A FULL LIFESTYLE EXPERIENCE

BYD Weekend Ends is a dynamic series of weekend customer activation and engagement events designed to immerse audiences in the BYD lifestyle. Built around diverse themes such as health & wellness, food & culinary experiences, fashion & culture, technology showcases, and other lifestyle-driven activities, the program creates meaningful touchpoints that reflect the brand's forward-thinking spirit.

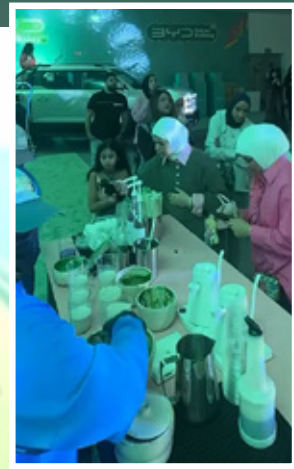
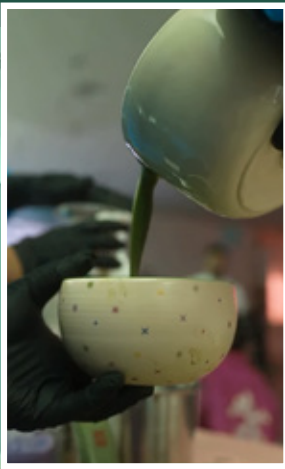
Through curated experiences that blend innovation, sustainability, and community-centric fun, participants can explore BYD's latest technologies, enjoy hands-on product interactions, and connect with the brand in ways that are both memorable and relevant to modern living. Whether through energizing fitness sessions, gourmet pop-ups, style-focused workshops, or immersive tech demos, BYD Weekend Ends brings the BYD lifestyle to life in an exciting and accessible way.

Beyond engagement, BYD Weekend Events is designed with clear business objectives. These events drive consistent footfall, generate new leads, and create real on-ground opportunities for conversion in a high energy, relaxed environment.



MATCHA MATCHA

Matcha Matcha, one of Kuwait's trendiest and most talked-about matcha spots, instantly elevated BYD Weekend event activation by attracting a wide, engaged, and lifestyle-driven crowd. Beyond serving drinks, a live matcha workshop encouraged longer showroom stays and natural interactions, while a Spin the Wheel activity kept energy high with instant prizes. Traffic flowed from multiple sources—including targeted WhatsApp outreach, micro-influencer attendance, and Matcha Matcha's loyal community—bringing both new and existing customers. Mystery Boxes offered to same-day buyers added excitement with chances to win cash or an iPhone 17, boosting motivation at the point of purchase. Overall, the activation successfully converted footfall into leads and sales, demonstrating the power of blending lifestyle hype with strategic incentives.

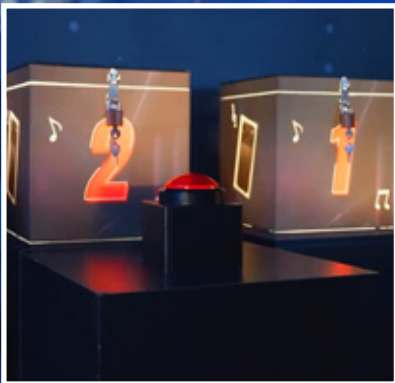


THE VOICE @ BYD (KARAOKE CONTEST)

Building on BYD Middle East's sponsorship of The Voice, we activated the partnership locally through a high energy karaoke event that brought music, excitement, and strong footfall into the showroom. The goal was clear, turn a global sponsorship into a real on-ground experience that customers could be part of.



The atmosphere on the day was lifted through our collaboration with **Pattie Pattie** and **Red Bull**, adding food, drinks, and a lively social vibe that kept visitors engaged for longer. Music, crowd interaction, and live performances turned the showroom into a space of energy rather than a traditional retail setting.



All attendees had the chance to win instant prizes on the Spin the Wheel, which drove participation across the space and kept momentum high throughout the event. For serious buyers, the **Mystery Boxes** were introduced at the point of purchase, but this time with a twist. A **red buzzer inspired by The Voice** was added for customers to hit at the closing moment, creating tension, excitement, and a strong emotional closeness to the sales journey.



The highlight prize was a **full day trip to The Voice finale**, including both the flight and hotel. The winner was announced during the event, adding a real peak moment that tied the entire experience back to the main partnership.



The event successfully combined entertainment, brand collaboration, and real sales opportunity in one space. It strengthened the link between global sponsorship and local activation, while converting energy and hype into leads, test drives, and on-the-day sales.

BDEGEEGA GAME

Bdegeega, one of Kuwait's most active board-game communities, brought a new form of engagement to the BYD weekend event series through social play, competition, and shared moments. The launch of the trending Kuwaiti board game Al Hayyala drew strong participation from families, youth, and friend groups, creating constant movement and energy in the showroom.

Traffic was fueled by micro-influencers and Bdegeega's loyal followers, resulting in a diverse and steady flow of visitors. To support conversions, every attendee received the Al Hayyala game, while Mystery Boxes added excitement for customers completing purchases. A collaboration with Say Suco, a leading acai spot, added a lifestyle touch and kept guests engaged longer. The activation delivered strong traffic, high engagement, new leads, and solid conversions—showcasing the impact of community-driven gameplay paired with lifestyle elements and smart incentives.





FASHION EXPO X BYD

This activation marked a new direction for automotive showrooms in Kuwait. For the first time, BYD introduced a local fashion expo inside the showroom, creating a space that supports local brands and startup fashion businesses. It was an experience that had not been done before in our category and brought a new audience into the showroom in a fresh and relevant way.

The event featured 25 local fashion brands, giving designers and small businesses direct exposure to a large and diverse crowd. This created constant movement, strong participation, and a steady flow of visitors throughout the day.

The experience was supported through collaborations with The Gathering Bistro and Costa, adding food and coffee to the space and turning the showroom into a full lifestyle destination rather than just a car display.

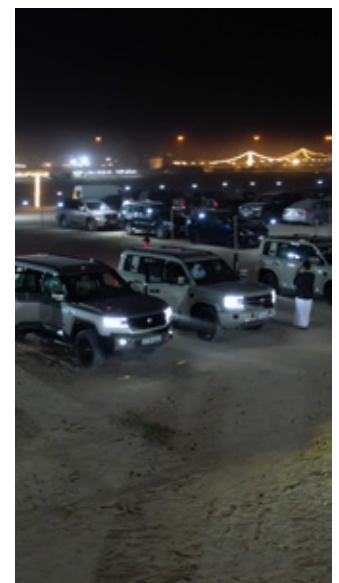
Traffic for the event was high, driven by the local brands, their followers, and general mall visitors. The mix of fashion, food, and automotive created a setting where people stayed longer, explored more, and engaged with both the brands and the cars on display.

To support sales opportunity, Mystery Boxes were active during the event for customers who completed a vehicle purchase. This added excitement at the final stage of the buying journey and helped increase on-the-day conversions.

The Fashion Expo proved that when lifestyle, community, and automotive come together under one roof, the result is not just visibility, but real footfall, real engagement, and real business impact.

DIWANIYA COVERAGES

STAYING CLOSE TO THE COMMUNITY



In Kuwait, the Diwaniya is a core part of social life. It is where people gather to talk, exchange opinions, host guests, and build trust through real conversation. By taking BYD into the Diwaniya space, we moved the brand into one of the most powerful and trusted environments in the country.

BYD introduced **weekly Diwaniya visits** as a consistent market strategy. So far, we successfully completed **four Diwaniya visits**, including one at a desert location, which added a unique outdoor experience and strong visual impact for the lineup.

Several of these Diwanias showcased the **full BYD lineup**, including **Yangwang U8 and U9**, giving guests a rare chance to see and experience the full range in one private setting. Each visit hosted 30 to 40 attendees, with a 100 percent test drive ratio across all guests. Every attendee who visited drove a car.

The reactions were extremely positive. Guests shared strong testimonials, real feedback, and clear interest across different models. Full leads were collected at every visit, with confirmed sales **outcomes across all Diwaniya activations**. Beyond direct sales, these visits also generated strong **referrals**, which were later converted into showroom visits and additional leads.

These Diwaniya visits proved that when customers experience the cars in a trusted and personal setting, the impact is deeper and the conversion is stronger. BYD is currently the **first and only automotive brand in the market actively executing Diwaniya visits as a structured strategy**, setting a new benchmark for direct customer engagement in Kuwait.

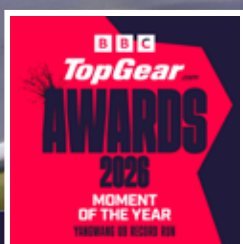
TOP GEAR SPOTLIGHT

YANGWANG U9 ON THE WORLD STAGE

The YANGWANG U9 Xtreme earned global acclaim after its record-breaking **496.22 km/h** run at Germany's ATP Papenburg test track was named TopGear.com's Moment of the Year 2026, officially making it the world's fastest production car. This milestone elevates YANGWANG and the BYD Group to the forefront of global performance engineering, with Top Gear's recognition underscoring its industry impact. BYD Executive Vice President Stella Li highlighted the achievement as proof of the brand's advanced technology, powered by over 120,000 R&D engineers.

Developed as an extreme evolution of the U9, the hypercar features a 1,200V architecture, four ultra-high-speed 30,000 rpm motors, and a high-performance Blade Battery, **producing over 3,000 hp** and a record 1,217 hp-per-ton ratio. For the run, it used semi-slick track tyres and a specially tuned suspension, driven by professional racer Marc Basseng, who also set additional development records. The U9 Xtreme also claimed a 472.41 km/h EV speed record and a 6:59 Nürburgring lap—making it the first electric supercar to break the seven-minute barrier. Limited to just 30 units, it stands as one of the world's most exclusive hypercars and a defining moment for YANGWANG and the BYD Group.

496.22KM



THE FASTEST
PRODUCTION CAR

496.22 km/h





BYD X THE VOICE ARABIA

A Regional Partnership with Cultural Impact

BYD has officially partnered with The Voice Arabia, one of the most watched music shows in the Arab world, broadcast in prime time across the MBC network. This marks a major step in strengthening BYD's presence not only as a mobility brand, but as a name connected to culture, creativity, and people across the region.

The partnership brings BYD into millions of homes across the Middle East through one of the region's most trusted entertainment platforms. It reflects a shared focus on talent, ambition, and the drive to move forward with confidence and purpose.

By aligning with a show that represents new voices and fresh talent, BYD continues to position itself at the heart of what is shaping the future, not only in technology, but in culture and media as well.

This collaboration sets a strong foundation for meaningful regional engagement and reinforces BYD's growing role across both industry and lifestyle.

AVENUES DISPLAY

MINI CAR SHOW



The Avenues display marked a key post launch step for Denza, placing the brand in the largest and most premium mall in Kuwait to continue building momentum and strengthen its rising presence in the market. This location was selected to match the premium positioning of the brand and keep visibility high following the launch phase.

For BYD, the focus at Avenues was on showcasing the Song Plus, our bestselling model. Featuring Song Plus in this setting allowed us to connect directly with a broad mall audience and reinforce its strong market demand through live exposure. The display attracted steady traffic throughout the week, driven by the location, brand interest, and strong on-ground presence. Visitor feedback was positive across both brands, with clear engagement around product features, pricing, and availability.

From a business point of view, the activation delivered strong lead generation and on site conversions, proving the value of premium retail presence in driving real results. The display also supported brand visibility, reinforced our position within the wider Alghanim ecosystem, and strengthened cross brand impact at group level.

ATTO 8

Family Space with Real Performance

The BYD Atto 8 marks a major step forward for the brand as BYD's first ever 7-seater SUV. It is built for families who need space, comfort, and safety, while still offering real performance behind the wheel. This is not a soft family mover, it is a full-size SUV with strength, speed, and strong road presence.

What sets the Atto 8 apart is how it balances two worlds. On one side, it offers full family practicality across three rows of seating. On the other, it delivers serious performance with acceleration that competes with sport-focused SUVs. It is built for daily family use without giving up driving power when it matters.

BYD ATTO 8 KEY SPECIFICATIONS:

- BYD's first ever 7-seater SUV in Kuwait
- Up to 536 hp
- 0 to 100 km/h in 4.9 seconds
- All-Wheel Drive (AWD) on Flagship trim, with a DMp
- Front-Wheel Drive (FWD) on Luxury trim, with a DMI PLATFORM
- BYD NFC and Applications Access
- 21-inch wheels
- Trunk capacity up to 1,960L with rear seats folded
- 360-degree camera system
- Flush door handles
- Ventilated seats with a massage feature
- BYD Voice Command

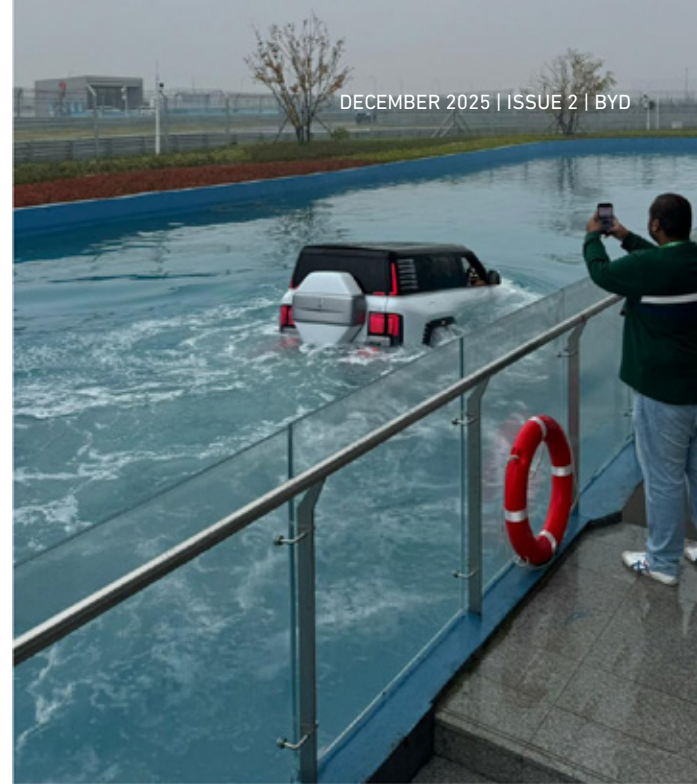


The Atto 8 introduces BYD's Dual Motor Performance system on the Flagship trim, which intelligently shifts between front-wheel and all-wheel drive depending on driving conditions. This allows the car to stay efficient during daily use while instantly unlocking full traction and power when needed. The Luxury trim focuses more on comfort and smooth driving, making both versions clearly defined for different customer needs.

Ride quality is supported by DiSus-C active suspension, which controls body roll, pitch, and vibration in real time. This keeps the drive smooth for passengers while maintaining strong control at higher speeds, a key reason the Atto 8 feels stable and confident even with a full load of occupants.

Safety is another core pillar of Atto 8. The SUV is built on a high-strength body structure with a fully reinforced steel passenger cabin. The roof alone can withstand forces equivalent to more than five times the vehicle's weight, equivalent to 12.2 tons. Protection across all three rows is supported by 11 airbags, offering full coverage for both front and rear passengers.

The result is a true family SUV that does not compromise on strength, speed, or control.



MEDIA TRIP

Brand Experience in Motion

This was BYD's second major regional media trip, bringing together 13 leading influencers and news media for a fully immersive experience into the brand's technology, design, production, and performance. Guests received early access to upcoming models, including the first regional sneak peek of the Atto 8—allowing them to understand future product positioning ahead of market launch. The driving program delivered standout moments, from testing vehicles on BYD's private circuit to witnessing the Yangwang U8 float on water and experiencing extreme performance on a Guinness World Record-holding hill. The group also toured BYD's massive production facilities—larger than the city of San Francisco—showcasing the company's scale and full manufacturing capability. In-depth interviews with senior leaders, including Stella Li and chief designer Wolfgang, provided insights into BYD's regional vision and global design philosophy.

Headquarters formally recognized the delegation for its engagement and professionalism. The trip strengthened media relationships, generated high-quality regional coverage, and reinforced BYD's position as a technology leader while highlighting Kuwait's strategic role in the brand's growth.

DENZA WEBSITE

A New Digital Home for the Brand

The launch of the Denza website marks a major step in building the brand's full presence in Kuwait. Customers now have a dedicated digital space where they can explore Denza in depth, at their own pace, and from anywhere.

The website presents the full Denza lineup with clear model pages, detailed specifications, and key feature highlights. Each section is built to guide customers through design, performance, comfort, and technology in a simple, refined way, allowing them to fully understand the brand before visiting the showroom.

From layout to visuals, the platform reflects a premium experience and a design language that suits Denza customers. It mirrors the same level of detail, quality, and polish found in the physical showroom, ensuring consistency across all customer touchpoints.

More than just an information platform, the website completes the full omni channel experience for Denza in Kuwait. Customers can move seamlessly from online exploration to showroom visits, inquiries, and test drive requests, creating a connected journey across digital and physical spaces.

Lead generation is a core part of the platform, with direct inquiry forms and customer touchpoints built into every model page. This supports both sales and marketing with stronger digital traffic and clearer customer tracking. The Denza website now stands as the main digital hub for future launches, campaigns, updates, and brand communication in Kuwait, forming a strong foundation for the next stage of brand growth.



CELEBRATIONS AT BYD

Birthdays, and Awards



Following our recognition as a Great Place to Work, we have continued to place strong focus on building a positive, motivating, and supportive work environment across all teams. This award was not a moment, it is a standard we aim to maintain every day through consistent culture building.

One of the ways we bring this to life is through our monthly celebrations, where we recognise birthdays, individual achievements, and team contributions. These moments give space to pause, acknowledge effort, and remind everyone that their work is seen and valued.

In parallel, we continue to present recognition certificates across departments to highlight performance, commitment, and impact. This helps reinforce a culture where contribution is measured, appreciated, and encouraged.

By keeping these touchpoints consistent month after month, we support motivation, morale, and connection across the business. The result is a team that feels valued, aligned, and proud to be part of the BYD journey.

TOWNHALL

BYD Leadership and Market Alignment



The Townhall took place during the Alghanim Industries annual leadership meeting, where BYD was selected to present its full Year One success story in Kuwait—recognition of the brand’s rapid growth and market impact. Our Senior GM outlined the key milestones, from early market entry to fast brand recognition, highlighting the challenges of building trust in a new category, educating customers, and moving quickly with the right teams and partners.

One of the standout achievements was BYD becoming the fastest-growing brand in Kuwait and securing the number-one position in the NEV segment, driven not just by sales but by a strong market approach. The presentation emphasized BYD’s customer-first mindset across communication, showroom experience, activations, and service, as well as its leadership in charging solutions through free home chargers and advanced hardware that removed major adoption barriers.

More than a recap, the Townhall signaled confidence in the next phase of growth and reinforced strong alignment between BYD and Alghanim Industries leadership on the brand’s future in Kuwait.

SOCIAL MEDIA UPDATES

GROWING COMMUNITY

30K

BYD's social media platforms continue to play a key role in shaping how customers connect with the brand every day. Within just one year, BYD's social media presence has grown at a very fast pace, officially reaching 30,000 followers, with the community getting bigger day by day across all channels.

Content around product features, showroom events, lifestyle activations, and partnerships continue to drive strong interaction and visibility. This steady activity has helped position BYD as active, relevant, and close to the market.

One of the strongest indicators of performance is sentiment. Today, more than 90 percent of engagement across BYD social media platforms reflects positive sentiment, showing clear trust and acceptance of the brand.

Alongside BYD's growth, we are also seeing fast momentum across the newly launched Denza and Yangwang social platforms, with encouraging early performance in reach, engagement, and audience growth.



MARINA MALL POP UP

Dome Area



The BYD pop up at the Marina Mall Dome Area is part of the brand's wider network expansion plan, which continues to grow across showrooms, facilities, and customer touchpoints in Kuwait. Beyond traditional showroom locations, pop ups play a key role in bringing the brand closer to people in high traffic lifestyle destinations.

The Marina Mall location has proven to be a strong platform for daily visibility, steady footfall, and direct engagement with a wide and diverse audience. It allows customers to explore the cars up close, ask questions, and connect with the BYD team in a relaxed and accessible setting

We are also pleased to announce that BYD now has a long term pop up presence at Marina Mall, strengthening our daily reach and ensuring the brand remains visible in one of Kuwait's most active destinations.

This space will continue to serve as an opportunity to showcase different BYD products on rotation, introduce new models, and connect directly with both new and existing customers. You are always welcome to visit us at the Marina Mall pop up and experience the lineup up close.

XCITE AL RAI SHOP IN SHOP

Featuring the All New Atto 8



As part of leveraging the Alghanim ecosystem and strengthening BYD's position as a technology driven company, not just a car brand, BYD has launched its first ever Shop in Shop at Xcite Alghanim, one of the leading destinations for technology and electronics in Kuwait.

This step brings BYD directly into a space where customers already go to explore innovation, smart devices, and future-facing products. The presence at Xcite reflects how BYD naturally fits within the tech world, where performance, engineering, and intelligent systems come together.

The Shop in Shop launch also coincided with the newly renovated Xcite showroom in Kuwait Al Rai, which operates 24/7, giving the brand round-the-clock visibility in one of the country's most active retail zones. This created a strong moment of exposure for both BYD and Xcite at the same time.

Through this presence, customers can explore the all-new Atto 8 in a setting that matches the brand's tech-forward identity, speak directly with the BYD team, and connect automotive innovation with everyday technology.

This collaboration represents a powerful example of group synergy in action, strengthening BYD's reach, reinforcing its technology positioning, and creating a new way for customers to experience the brand outside the traditional showroom environment.

SHARK6

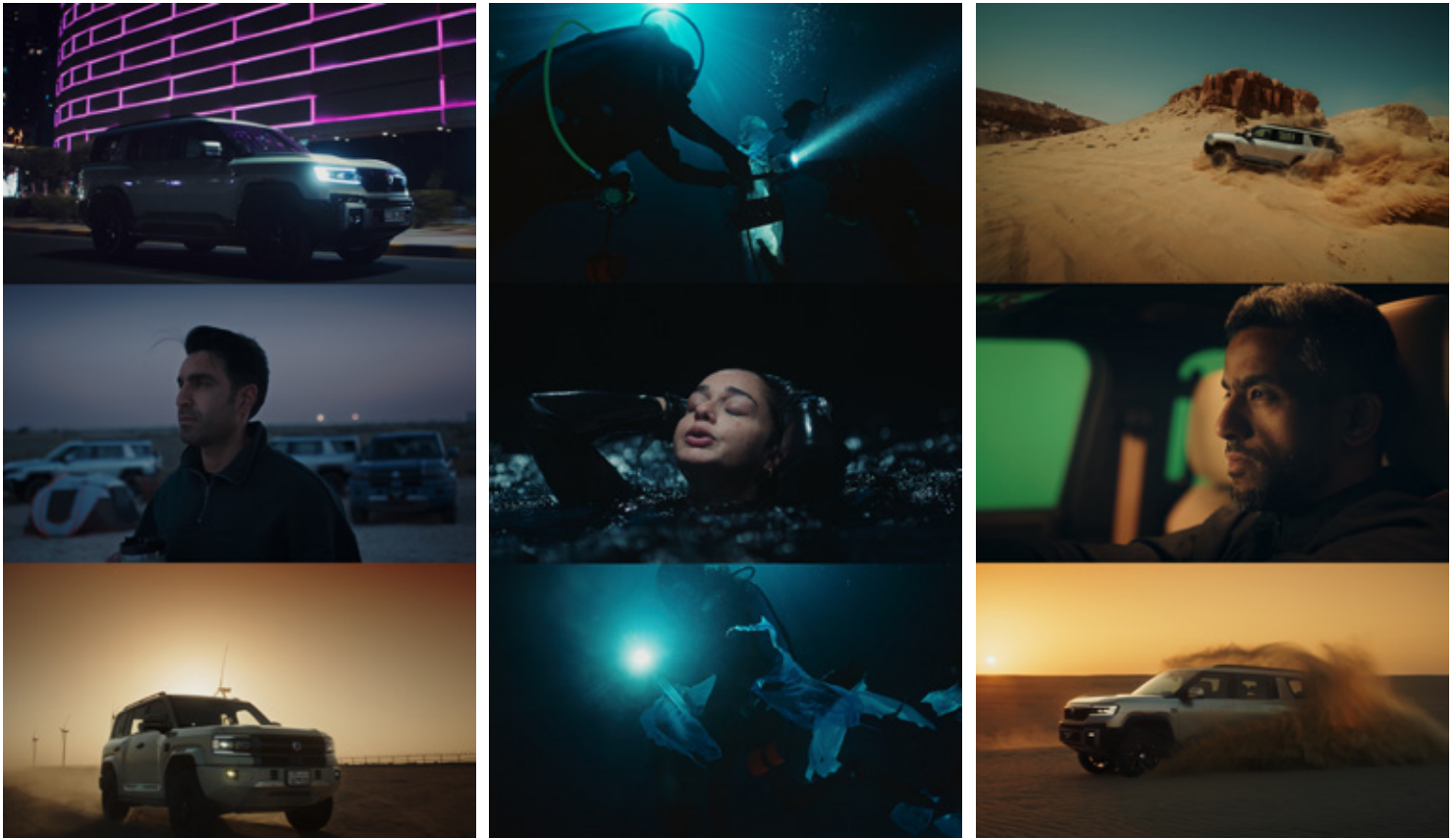
The Shark 6 is built on a specialized hybrid platform.



WHAT IS THE NAME OF THIS PLATFORM?

DENZA TVC

Official Brand Launch in Kuwait



The Denza TVC marked the official brand launch of Denza in Kuwait and introduced the brand to the local market through a high impact, premium visual commercial. This TVC served as the first wide scale brand statement for Denza in the country and played a key role in shaping initial market perception.

The TVC was designed to reflect Denza's identity through strong visuals, refined storytelling, and a premium look and feel that aligns with the brand's positioning. From the opening frame to the final scene, the TVC communicates confidence, design excellence, and advanced engineering in a way that connects emotionally with the audience.

The TVC achieved strong reach across television, digital platforms, and social media, ensuring that Denza was introduced to a broad and diverse audience across Kuwait. It created immediate awareness, built early familiarity, and supported showroom traffic during the brand's first phase in the market.

In addition, the Denza TVC was recognized by the BYD Global team as one of the highest quality TVCs produced, reflecting the level of craft, production value, and strategic execution behind the commercial. This recognition places the Kuwait launch among the top global benchmarks.

This TVC marked the first chapter of Denza's story in Kuwait and set a strong foundation for the brand's growth in the market.



Denza strengthened its mass media presence through a strategic partnership with Cinescape, placing the brand inside one of the most powerful and high attention entertainment platforms in Kuwait. With full scale screens, premium sound, and a fully engaged audience, cinema creates a strong setting for brand impact and recall. Cinescape is home to the latest blockbusters and major movie releases, making it a prime space for wide and continuous exposure.

Through this partnership, Denza is reaching families, youth, and lifestyle driven audiences across key cinema locations in Kuwait, including Assima Mall, 360 Mall, Al Khiran Mall, The Avenues, and Al Kout Mall. This places the brand into moments of leisure and shared experience, where viewers are relaxed, focused, and open to new ideas.

As part of this partnership, Denza will also introduce the 4DX version of the TVC, taking the brand experience to the next level. With motion seats, physical effects, and full sensory engagement, the 4DX format allows audiences to feel the energy of the brand in a more powerful way. This adds a new layer of excitement and sets Denza apart within the cinema space. This collaboration is designed as a fully immersive experience, and it will be showcased and revealed on our social media platforms soon, allowing audiences to engage with the experience beyond the cinema screen.

The Cinescape partnership adds a strong broadcast and experiential layer to the wider marketing mix, extending Denza's presence beyond digital, outdoor, and retail activations, and reinforcing the brand as one that shows up in big, memorable ways.

CHARGING NETWORK UPDATES

Growth Across Key Locations



Charging solutions continue to play a major role in shaping the future of mobility in Kuwait, and BYD remains at the forefront of this infrastructure build up. As the market grows, the focus is not only on vehicles, but also on ensuring that customers have easy, reliable access to charging wherever they are.

Public charging locations are steadily being introduced across key destinations in Kuwait, with more locations planned to come in the near future. This ongoing rollout ensures that customers can charge conveniently during daily routines, whether at lifestyle destinations, commercial hubs, or key public areas.

At the home level, BYD has already installed more than 600 home chargers across Kuwait, making daily charging simple, reliable, and accessible for customers from day one. These free charger solutions remove barriers to ownership and allow customers to enjoy full convenience without depending only on public charging points.

This combined approach of public charging expansion and large-scale home charger installation reflects a long-term commitment to infrastructure growth and customer support across Kuwait.

BYD LAUNCHES THE ALL-NEW ATTO 8

Another major milestone was achieved with the official launch event of the All-New BYD Atto 8 Plug-in Hybrid, our first-ever 7-seater family vehicle in Kuwait.

This launch clearly reflects the rapid growth of the BYD portfolio over the past year, expanding from 5 models to 9 vehicles across multiple segments, each designed to meet the needs of different customer profiles and lifestyles.

The event welcomed an impressive turnout of approximately 150 attendees, including media representatives, micro and macro influencers, and VIP customers, creating a dynamic and engaging atmosphere around the debut of the Atto 8.

Beyond the vehicle launch, the event also marked an important step in showcasing the expansion of the BYD Group in Kuwait, with the introduction of Denza and Yangwang as two new premium brands under the BYD umbrella.

The launch served as a powerful platform to demonstrate that BYD is not just an automotive manufacturer, but a technology-driven company. Attendees experienced BYD's latest Super Hybrid technologies, including:

- **DM-i platform, focused on exceptional fuel efficiency and extended driving range**
- **DM-o platform, engineered for enhanced off-road capability**
- **DM-p platform, newly introduced with the Atto 8, designed to maximize performance through AWD technology**



The event also provided a meaningful opportunity to celebrate BYD Kuwait's first anniversary, while honoring our first generation of BYD owners "BYD Dreamers" who have been part of our journey since day one.

The event theme was inspired by the "Atto 8 Home" concept, reflecting the vehicle's positioning as a modern family-focused 7-seater. The atmosphere was warm, vibrant, and interactive, featuring a wide range of activities including a gaming zone, NFC games, photo booth, popcorn and hot chocolate stations, DJ entertainment, and more creating a welcoming experience for families and guests alike.

Stay tuned for what's next as we continue to grow, innovate, and move together toward our next milestone with BYD.

ATTO 8 TVC

A Day in the Life



Following the successful launch of our “ATTO 8 حياتنا برعاية 8” campaign, we are proud to present the much-anticipated All-New 2026 BYD Atto 8 TVC.

As BYD's first 7-seater plug-in hybrid family vehicle, the creative direction of this TVC was built around a relatable and light-hearted Kuwaiti family story. To ensure the commercial feels current, viral, and socially relevant, the concept was inspired by the popular “6...7” social media trend—a moment every family can relate to, especially when it comes to kids.

This idea cleverly symbolizes both the growing size of the family and the practicality of the 7-seater layout of the Atto 8, making the message instantly familiar and emotionally engaging.

The TVC follows a humorous and energetic morning inside a Kuwaiti household filled with chaos, kids, a nanny, and an expecting mother, capturing real family life in an authentic way. In the middle of the chaos, the father arrives and surprises the family with their new car: the All-New BYD Atto 8.

Through a warm and playful family interaction, the TVC then highlights the vehicle's key features, including spaciousness, advanced technology, and family-focused practicality, all delivered in a cozy and entertaining manner.

What makes this project even more remarkable is that the entire TVC, from concept to execution was completed in just 24 hours, reflecting the agility, creativity, and commitment of the BYD Kuwait team.

We invite you to visit our social media platforms and experience the All-New BYD Atto 8 TVC.

Stay tuned as we continue to redefine family mobility with the All-New BYD Atto 8.



SPREADING HOLIDAY CHEER: BYD's Secret Santa Exchange



In the spirit of the season, BYD recently hosted a fun and festive Secret Santa gift exchange among our team members! This holiday tradition brought smiles, laughter, and a sense of togetherness as colleagues exchanged thoughtful surprises, celebrating the joy of giving. It was a wonderful way to foster team spirit and spread holiday cheer within the company.

The event was a reminder that, no matter how busy we get, taking time to connect and celebrate with one another is what truly makes this time of year special.



Alghanim Industries the authorized exclusive dealer for BYD in Kuwait.

Alghanim Industries is one of the largest conglomerates in the region. A multinational company in outlook with commercial presence in more than 30 countries, Alghanim Industries is a multi-billion-dollar company with more than 30 businesses. Within Automotive, Alghanim is one of the leading companies representing multiple global American, Japanese and Chinese brands and having one of the largest automotive sales and aftersales ecosystem.

BYD Alghanim operations is part of the vision to offer New Energy Solutions in the Kuwait Market in line with future trends and requirements offering customers with new technologies, innovative products as well as contributing to offering environmental friendly solutions.

