

ISSUE

4

BYD



Alghanim
INDUSTRIES

QUARTER 2 | 2026

BYD DREAMERS

E-NEWSLETTER FOR BYD ALGHANIM



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TI 7 LAUNCH



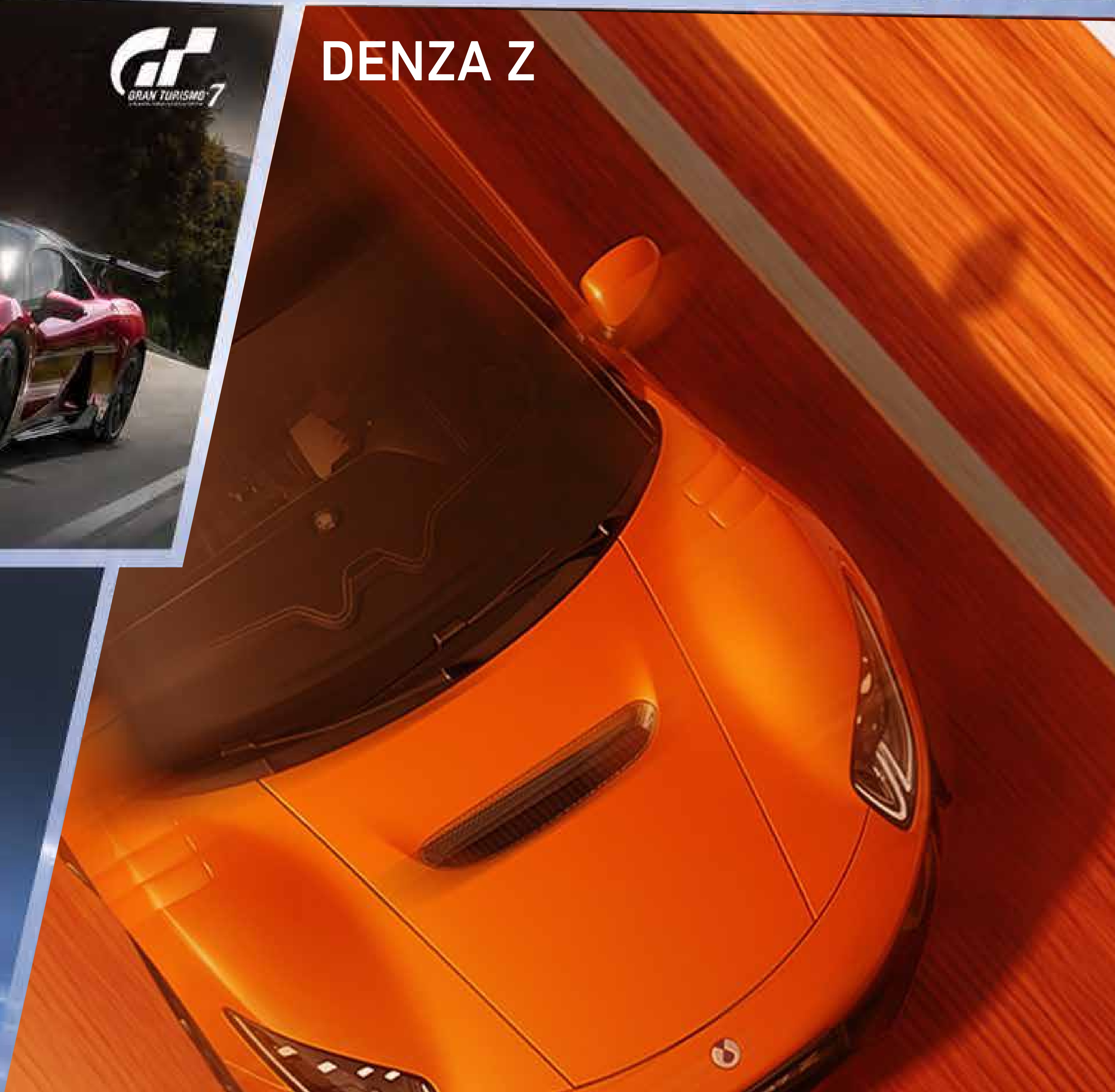
WEEKEND EVENTS



U9 IN GRAN TURISMO



DENZA Z



RESILIENCE & GROWTH

Dear Team,

As we reach the midpoint of 2026, I want to take a moment to reflect on what we have achieved together and, more importantly, to thank each one of you for your commitment and hard work.

The first half of this year has not been without its challenges. Regional tensions, evolving market dynamics, and supply chain pressures have created an environment that demanded resilience, agility, and unwavering focus. Yet, despite these headwinds, the BYD Alghanim team has continued to perform with determination and excellence.

I am proud to share that we have delivered exceptional sales momentum in the first half of the year, translating that momentum into strong, profitable growth. These achievements are not the result of circumstance, they are the direct outcome of your dedication, collaboration, and relentless commitment to serving our customers every day.

Our success reflects the strength of our people, the trust our customers place in the BYD brand, and our shared belief that innovation, quality, and customer experience will continue to differentiate us in the market. Every function across the business has played an important role in these results, and every contribution has made a difference.

While we celebrate what we have accomplished, we also recognize that our journey is far from over. The months ahead will bring new opportunities and new challenges. I have every confidence that, together, we will continue to adapt, innovate, and build on the strong foundation we have created.

Thank you for your professionalism, your passion, and your unwavering commitment to excellence. Your efforts have positioned BYD Alghanim as one of the fastest-growing automotive brands in Kuwait, and I am excited about what we will accomplish together in the second half of the year.

Let's continue driving forward, stronger, together.

SENIOR VICE PRESIDENT

Yousef Behbehani



ONE MORE TIME...

There is a moment after every victory when a team faces its greatest test. It isn't the challenge of reaching the top. It's the decision to climb again. Over the past 18 months, the BYD Alghanim family has accomplished something we should all be proud of. Together, we transformed a bold vision into profitable growth. We earned the trust of customers, strengthened our brand, built momentum in the market, and proved what is possible when talented people unite behind a shared purpose.

Every milestone we celebrate today is the result of thousands of moments that often went unnoticed, a conversation with a customer, a carefully prepared vehicle, a marketing idea brought to life, a service advisor going the extra mile, a technician refusing to compromise on quality, a finance team ensuring every process was right, a support function enabling every success. These moments built our success. Not once. But every single day.

Now we stand at the beginning of a new chapter. Success has given us confidence, but it must never make us comfortable. Because customers don't judge us by what we achieved yesterday. They judge us by what we deliver today. And tomorrow. The companies that endure are not those that celebrate success the longest. They are the ones that ask, after every achievement, a simple question:

Can we do it one more time? Can we delight one more customer?
Can we solve one more problem before it becomes an issue?
Can we make one more promise, and keep it?
Can we improve one more process? Can we support one more colleague?
Can we exceed expectations one more time?

This mindset is what transforms good companies into great ones. It turns performance into culture. It turns momentum into legacy. Our journey has never been about selling vehicles. It has always been about creating confidence, building relationships, and earning trust, one interaction at a time.

Every sale begins with trust.
Every service visit strengthens our reputation.
Every marketing campaign shapes perception.
Every customer experience tells the world who we are.
No role is too small. No contribution is insignificant. Every one of us carries the responsibility of our brand, and every one of us has the opportunity to make it stronger.

The future will not reward those who simply repeat yesterday's success. It will reward those who repeat yesterday's discipline. The passion. The humility. The teamwork. The commitment to doing the right thing, especially when no one is watching. That is how sustainable, profitable growth is created. That is how leaders are built. That is how extraordinary teams separate themselves from the rest. As we look ahead, I ask each of you to carry one thought with you. When you've achieved your target... When you've completed the task... When you've earned the customer's smile... Don't ask, "What's next?" Ask instead, "Can I do it one more time?" Because greatness is never a single achievement. Greatness is a habit. And habits are built... One More Time.



Senior General Manager / Chief Dreamer

Kamran Mayoore

NETWORK UPDATES

03

BYD EXPANDS ITS PRESENCE AT KHAIRAN MALL

BYD continues its growth journey in Kuwait with the opening of its newest showroom at Khairan Mall, marking another milestone in bringing the brand closer to customers and the communities it serves.

Strategically located in one of the South Kuwait's busiest lifestyle and retail destinations, the new showroom reflects BYD's commitment to being present where people live, shop, and connect. As consumer preferences continue to shift toward convenient, experience-driven destinations, Khairan Mall provides the ideal setting for customers to discover BYD's innovative lineup of electric and plug-in hybrid vehicles in a modern, accessible environment.

The showroom has been designed and delivered in full accordance with BYD's global Corporate Identity (CI) standards, ensuring a consistent and premium brand experience. Every aspect of the space, from its contemporary architecture and customer journey to its digital displays and vehicle presentation, embodies BYD's vision of innovation, sustainability, and customer-centricity.

The opening reinforces BYD's strategy of expanding its retail footprint through high-traffic, modern destinations that strengthen engagement with local communities while making the brand more accessible than ever. By bringing the full BYD experience closer to customers in South Kuwait, the new Khairan Mall showroom represents another step forward in supporting the country's transition toward smarter and more sustainable mobility. As BYD continues to grow across Kuwait, each new location reflects the brand's dedication to delivering world-class customer experiences while maintaining the highest global standards in design, service, and innovation.



04

BRINGING SERVICE CLOSER: BYD X BUMPER TO BUMPER

As the number of BYD vehicles on Kuwait's roads continues to grow, so does our commitment to delivering greater convenience and an outstanding ownership experience.

To support our expanding plug-in hybrid (PHEV) customer base, BYD Alghanim has partnered with Bumper to Bumper (B2B), Alghanim Automotive's trusted quick-service network. This collaboration extends our aftersales reach, making routine maintenance and fast service more accessible than ever. The first phase of the partnership includes four B2B locations strategically located across Kuwait, in Jahra, Shuwaikh, Sharq, and Fahaheel, providing customers with convenient access to quick service solutions closer to where they live and work.

This initiative is an important step in supporting BYD's growing vehicle parc while ensuring our customers enjoy the quality, speed, and convenience they expect throughout their ownership journey. As our network continues to expand, so too will our ability to deliver exceptional aftersales support, reinforcing our commitment to keeping every BYD customer confidently on the road.



05

NETWORK UPDATES

COMING SOON: BYD & DENZA EXPAND TO THE SOUTH

An exciting new chapter is about to begin for BYD Alghanim.

This August, we will proudly open our new 3S facility, serving both BYD and DENZA in the Ahmadi Governorate, marking Alghanim Automotive Group's first presence in one of Kuwait's fastest-growing and most strategically important automotive hubs.

The new facility represents more than an expansion of our network; it reflects our commitment to bringing world-class sales, service, and spare parts closer to our customers while strengthening our footprint across the country. As the automotive landscape in southern Kuwait continues to evolve, this new location positions us to better serve both existing and future customers with greater convenience and an enhanced ownership experience. Designed to deliver the high standards our customers expect, the new 3S center will provide a seamless journey from vehicle purchase to aftersales support, all under one roof.

As we prepare for the official opening in August, we look forward to welcoming customers, partners, and the community to our newest home and to another important milestone in the continued growth of BYD and DENZA in Kuwait.

Stay tuned. We can't wait to open our doors in the South.



07

MEET PLUGSY

OUR FIRST MOBILE NEV CHARGER

Every great team has a reliable teammate, and ours now has wheels.

Say hello to Plugsy, BYD Alghanim's first mobile NEV charger. More than just a charging unit, Plugsy is designed to bring power wherever it's needed, ensuring our electric and PHEV vehicles are always ready to deliver the best possible customer experience.

Whether supporting our team during offsite activations, exhibitions, and test drive events, or keeping showroom display vehicles charged and presentation-ready, Plugsy plays an important role behind the scenes. Its mobility gives our teams greater flexibility, allowing us to showcase BYD's innovation without being limited by fixed charging infrastructure.

While customers may not always notice Plugsy, they certainly benefit from it. Every fully charged display vehicle, every seamless event, and every uninterrupted customer interaction is made possible by the dependable support it provides.

At BYD Alghanim, delivering an exceptional experience is a team effort, and we're proud to welcome our newest teammate. Plugsy may not wear a uniform, but it's already helping us power the future, one charge at a time.



07

NOTHING IN ITS CLASS SAW IT COMING

TI 7, IT DOESN'T COMPETE. IT LEADS.

Some launches create interest. Others redefine the conversation.

Long before its official unveiling, the BYD Ti 7 had already captured attention. Curiosity grew with every teaser, and when the covers finally came off, it was clear that the wait had been worthwhile.

The launch across our digital platforms introduced a vehicle engineered to challenge convention and set a new benchmark in its segment. Combining commanding performance, exceptional interior space, and one of the most advanced technology packages in its class, the Ti 7 delivers a compelling proposition for today's drivers.

The market response was immediate and exceeded expectations. Customer interest translated into record booking and sales figures in the days following the launch, making the Ti 7 one of the strongest product introductions in BYD Alghanim's journey. The overwhelming response reflects not only the appeal of the vehicle itself but also the growing confidence customers have in the BYD brand.

Every element of the Ti 7 has been thoughtfully designed, from its bold presence and intelligent features to the comfort and confidence it offers behind the wheel. It is a vehicle built with purpose, reflecting BYD's commitment to innovation and customer-focused design.

The Ti 7 isn't here to follow the competition, it is here to redefine expectations. And judging by the remarkable response from our customers, the market agrees.

The benchmark has changed. Welcome to the BYD Ti 7.



08

ICONS RECOGNIZE ICONS

LEGEND MEETS LUXURY



YANGWANG

A new chapter of luxury and innovation begins as renowned Middle Eastern artist Hussain Al Jassmi joins the Alghanim Yangwang family.

Known for his exceptional artistry and enduring influence across the region, Al Jassmi now takes the wheel of the Yangwang U8, the flagship luxury SUV that represents the pinnacle of BYD's innovation, engineering, and premium craftsmanship.

This partnership brings together two names synonymous with excellence. It reflects a shared pursuit of performance, innovation, and uncompromising quality, while reinforcing the Yangwang U8's position as a benchmark in luxury mobility.

As the Yangwang brand continues to make its mark in the region, welcoming Hussain Al Jassmi to the Alghanim family is another proud milestone in our journey to redefine the future of premium automotive experiences.



09

SETTING THE STANDARD

NO.1 IN THE MIDDLE EAST

Excellence is not achieved by chance, it's built through consistency, teamwork, and an unwavering commitment to delivering the very best customer experience.

We are proud to announce that BYD Alghanim ranked No. 1 in the Middle East in the Dealer Standards Evaluation (DSE) & 3rd Worldwide, at the close of the first half of 2026. This outstanding achievement reflects our collective dedication to maintaining the highest standards across every aspect of our business, from showroom presentation and customer experience to aftersales operations and brand excellence.

This milestone belongs to every member of the BYD Alghanim team. It is the result of countless daily efforts, attention to detail, and a shared commitment to representing the BYD brand at the highest level. While we celebrate this recognition, we also see it as motivation to keep raising the bar. Maintaining our leadership position will require the same passion, discipline, and collaboration that brought us here.

Congratulations to the entire team on this remarkable achievement. Together, we are not only meeting global standards, we are setting the benchmark for the region.

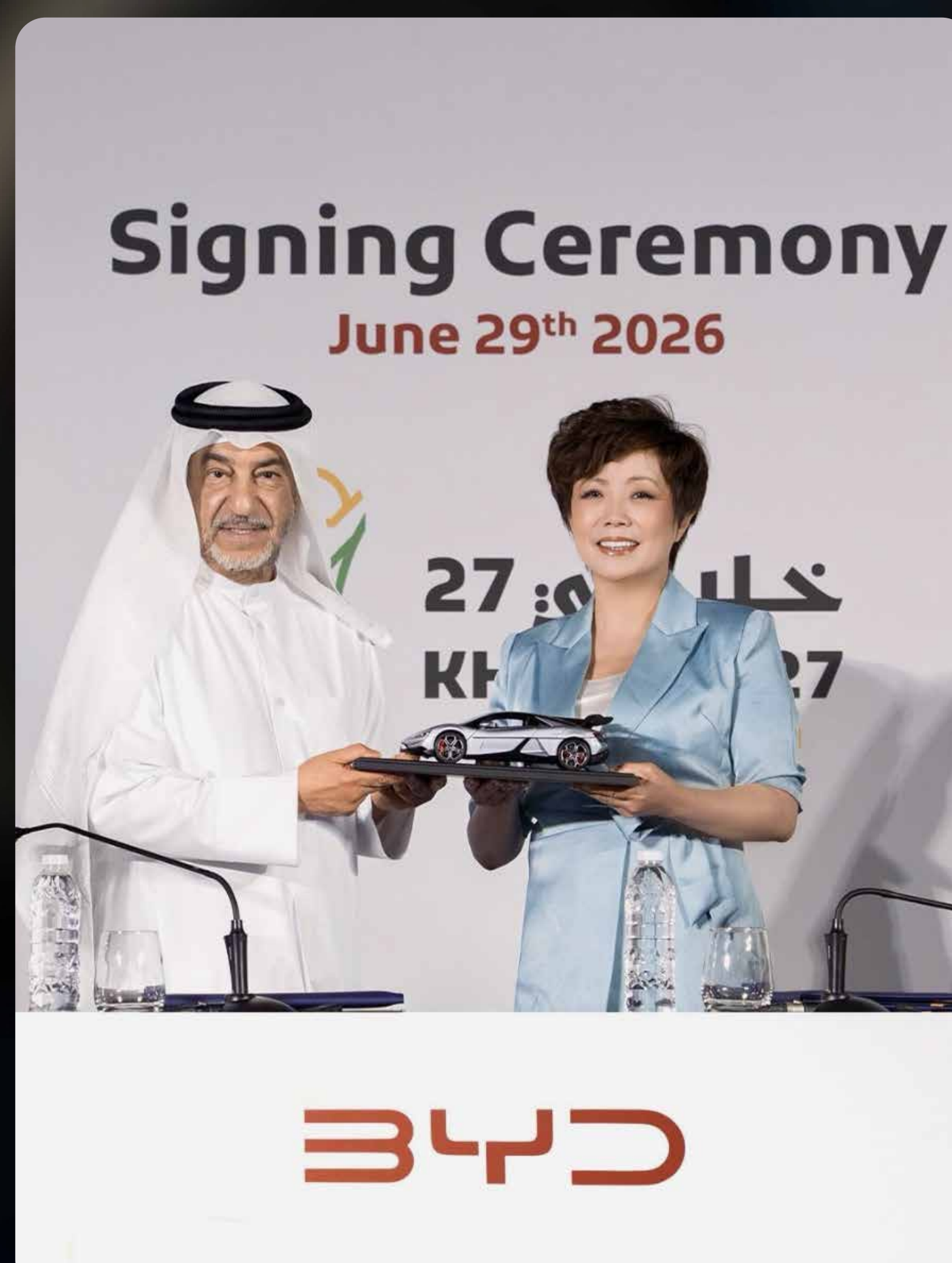
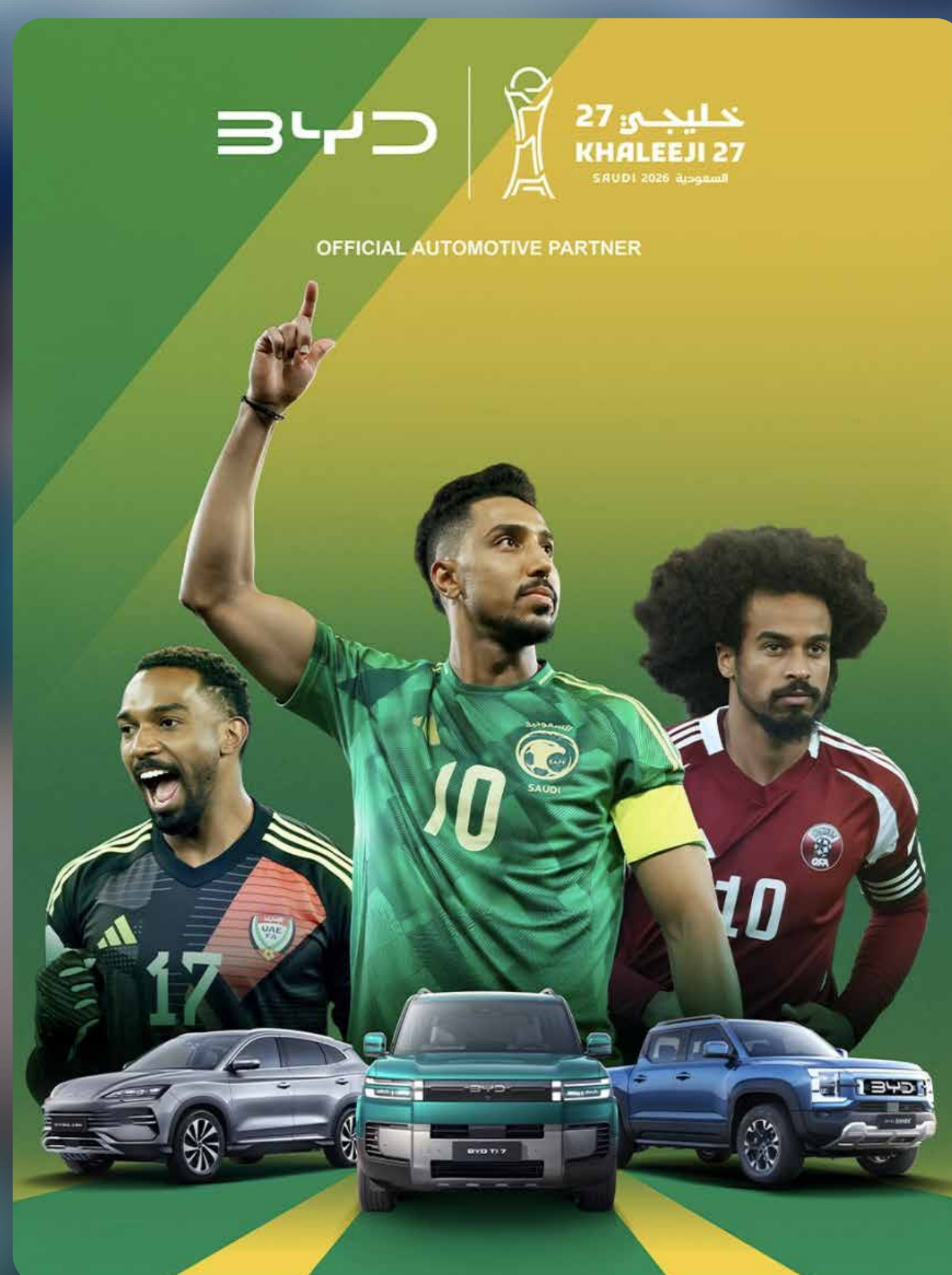


10 | THE PASSION FOR FOOTBALL NEVER STOPS FROM THE WORLD CUP TO KHALEEJI 27

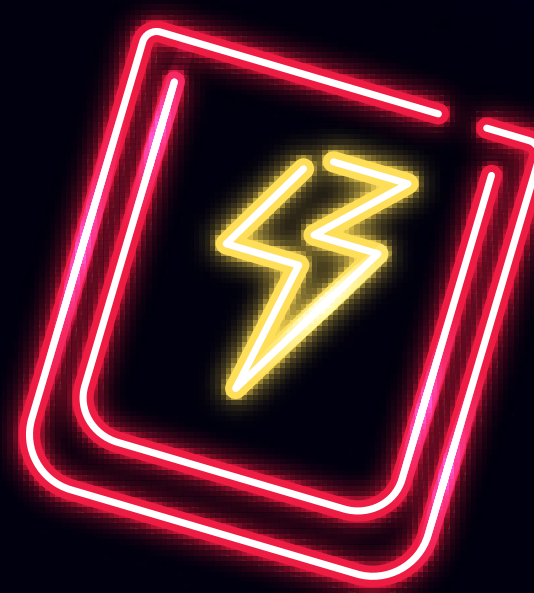
We are proud to see BYD named the Official Automotive Partner of Khaleeji27, a tournament that brings the Gulf together through a shared love of football, celebrates regional pride, and strengthens the bonds that unite our nations.

As the exclusive BYD dealer in Kuwait, BYD Alghanim is proud to support this partnership and champion the values that define both our brand and the beautiful game: innovation, ambition, teamwork, and excellence. Kuwait has long been recognized across the region for its passion for food, fashion, and football. Our love for the beautiful game runs deep, making this partnership especially meaningful as we celebrate a sport that continues to inspire and unite communities across the GCC.

Just as football inspires millions around the world, including across the GCC, BYD is driving the future of mobility through innovation, sustainability, and partnerships that create lasting impact. We look forward to an unforgettable tournament this September, where every match will showcase excellence, sportsmanship, and the enduring spirit of unity that defines our region.



WEEKEND
EVENTS



BYD ARCADE NIGHT

11

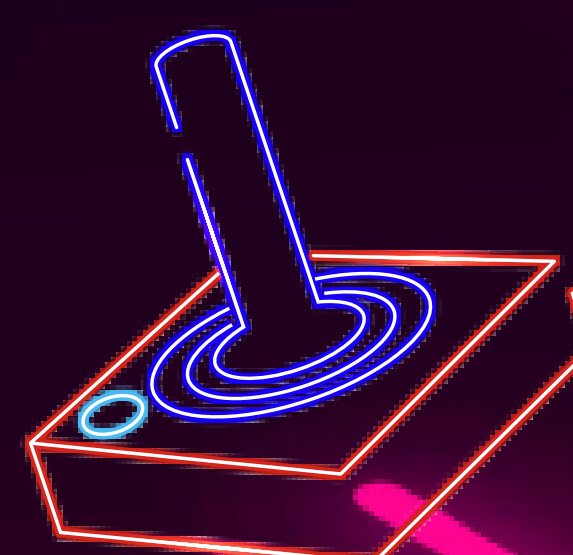
WHERE INNOVATION MEETS ENTERTAINMENT

The BYD Alghanim Rai Showroom came alive during BYD Arcade Night, transforming the space into a vibrant destination where entertainment, community, and innovation came together under one roof.

Guests of all ages enjoyed an exciting evening filled with classic arcade games, live music, and delicious food, creating an energetic atmosphere that extended well beyond the traditional showroom experience. Families, friends, and car enthusiasts gathered to connect, compete, and create lasting memories.

Beyond the fun, visitors had the opportunity to discover BYD's latest lineup of intelligent electric vehicles, explore cutting-edge technology, and experience the future of mobility through exclusive test drives.

BYD Arcade Night reflects BYD Alghanim's commitment to creating meaningful experiences that bring people together while showcasing innovation in an engaging and memorable way. It was more than just an event, it was a celebration of community, entertainment, and the future of driving.



12

ONE GAME. ONE PASSION. ONE SHOWROOM

BYD CELEBRATES FIFA WORLD CUP BY BRINGING FANS TOGETHER

When the world's biggest football tournament captured the attention of millions, BYD Alghanim transformed its Rai Showroom into the ultimate destination for football fans across Kuwait.

Throughout the FIFA World Cup, the showroom was reimagined with vibrant tournament-inspired décor, national flags, fan zones, and immersive experiences that celebrated the excitement and unity of the beautiful game. More than just a place to discover the latest innovations in electric mobility, the showroom became a gathering place where football enthusiasts from diverse backgrounds came together to share unforgettable moments.

Across the tournament, BYD Alghanim hosted a series of fan viewing events for some of the World Cup's biggest matches, welcoming customers, families, and football lovers to experience the thrill of every goal, save, and celebration in an energetic community atmosphere. Guests enjoyed live match screenings, entertainment, refreshments, interactive activities, and the opportunity to connect with fellow supporters representing nations from around the world.



12 | ONE GAME. ONE PASSION. ONE SHOWROOM BYD CELEBRATES FIFA WORLD CUP BY BRINGING FANS TOGETHER



The celebrations reflected the values that define both football and the BYD brand, innovation, passion, teamwork, and bringing people together through shared experiences. Between matches, visitors explored BYD's latest lineup of intelligent electric vehicles, experienced cutting-edge technology firsthand, and discovered how the future of mobility is transforming the driving experience.

The World Cup campaign showcased BYD Alghanim's commitment to creating experiences that extend beyond the showroom, strengthening connections with the community while celebrating moments that unite people across cultures and generations.

From the opening whistle to the final match, the BYD Rai Showroom became more than a destination for automotive innovation, it became a home for football fans, proving that the spirit of the World Cup is about more than the game itself. It's about community, celebration, and the unforgettable moments we share together.



In the presence of Sherif Bedeir, head of the Egyptian consulate

13 | KHIRAN SUMMER KICK OFF SUMMER STARTS WITH BYD

BYD Alghanim welcomed customers and families to the first summer-themed event at its new BYD Khiran Showroom, marking the beginning of an exciting season of community engagement at Khiran Mall. The event brought together creativity, entertainment, and the BYD lifestyle through a range of family-friendly activities, interactive experiences, and refreshing summer treats. Guests of all ages enjoyed a lively atmosphere designed to create memorable moments while introducing visitors to the brand in a relaxed and engaging setting. Alongside the entertainment, attendees had the opportunity to explore BYD's latest models, discover its innovative technologies, and experience the brand's vision for the future of mobility.

Khiran Kick-Off reflected BYD Alghanim's commitment to creating meaningful experiences that go beyond the traditional showroom. More than a launch event, it was the start of a vibrant summer calendar built around community, connection, and innovation.



45K AND GROWING

14

BYD CONTINUES TO BUILD KUWAIT'S MOST ENGAGED NEV COMMUNITY

BYD Alghanim has reached an exciting new milestone, 45K followers on Instagram, reflecting the brand's rapidly growing community and its position as one of the region's fastest-growing and most engaging automotive brands on social media.

More than just a number, this achievement represents a thriving community of customers, automotive enthusiasts, and technology lovers who continue to engage with BYD's journey toward a smarter, more sustainable future. Through compelling storytelling, dynamic content, exclusive behind-the-scenes moments, and interactive campaigns, BYD Alghanim has created a digital platform that connects with audiences in meaningful and authentic ways.

From showcasing the latest innovations in electric mobility to covering showroom events, customer experiences, lifestyle collaborations, and community initiatives, BYD Alghanim's social channels have become an extension of the brand experience, bringing followers closer to the people, products, and moments that define BYD.

This milestone is a testament to the trust and enthusiasm of our growing online community, whose continued support has helped establish BYD Alghanim as one of the most engaging automotive brands in the region. Every like, comment, share, and conversation contributes to a community that is passionate about innovation, sustainability, and the future of mobility.

As BYD Alghanim continues to grow, so does its commitment to delivering inspiring content, meaningful experiences, and exciting opportunities for customers both online and beyond the showroom.

To every member of our community, thank you for being part of the journey. The road ahead is electric, and we're just getting started.



15 | BYD WELCOMES NEW MIDDLE EAST MANAGING DIRECTOR

BYD Alghanim had the pleasure of welcoming Rakesh Kaul, the newly appointed Managing Director for BYD Middle East, on his first official visit to Kuwait since assuming his new role.

The visit marked an important milestone in strengthening the strategic partnership between BYD and Alghanim Industries, while reaffirming a shared commitment to driving the future of sustainable mobility across the region.

Accompanying Mr. Kaul were Raymond Wang, Country Manager, along with the wider BYD team responsible for the Kuwait market. During the visit, the delegation met with the Alghanim team, toured key facilities, and discussed the continued growth of the BYD brand in Kuwait, as well as future opportunities to further enhance the customer experience and expand electric mobility solutions.

The visit reflects the strong collaboration between BYD Middle East and BYD Alghanim as both teams work together to accelerate innovation and support the Kingdom's transition toward a more sustainable future.

The entire BYD Alghanim team extends its warmest welcome to Mr. Kaul and wishes him every success in his new role. We look forward to working together to achieve even greater milestones across the Middle East.



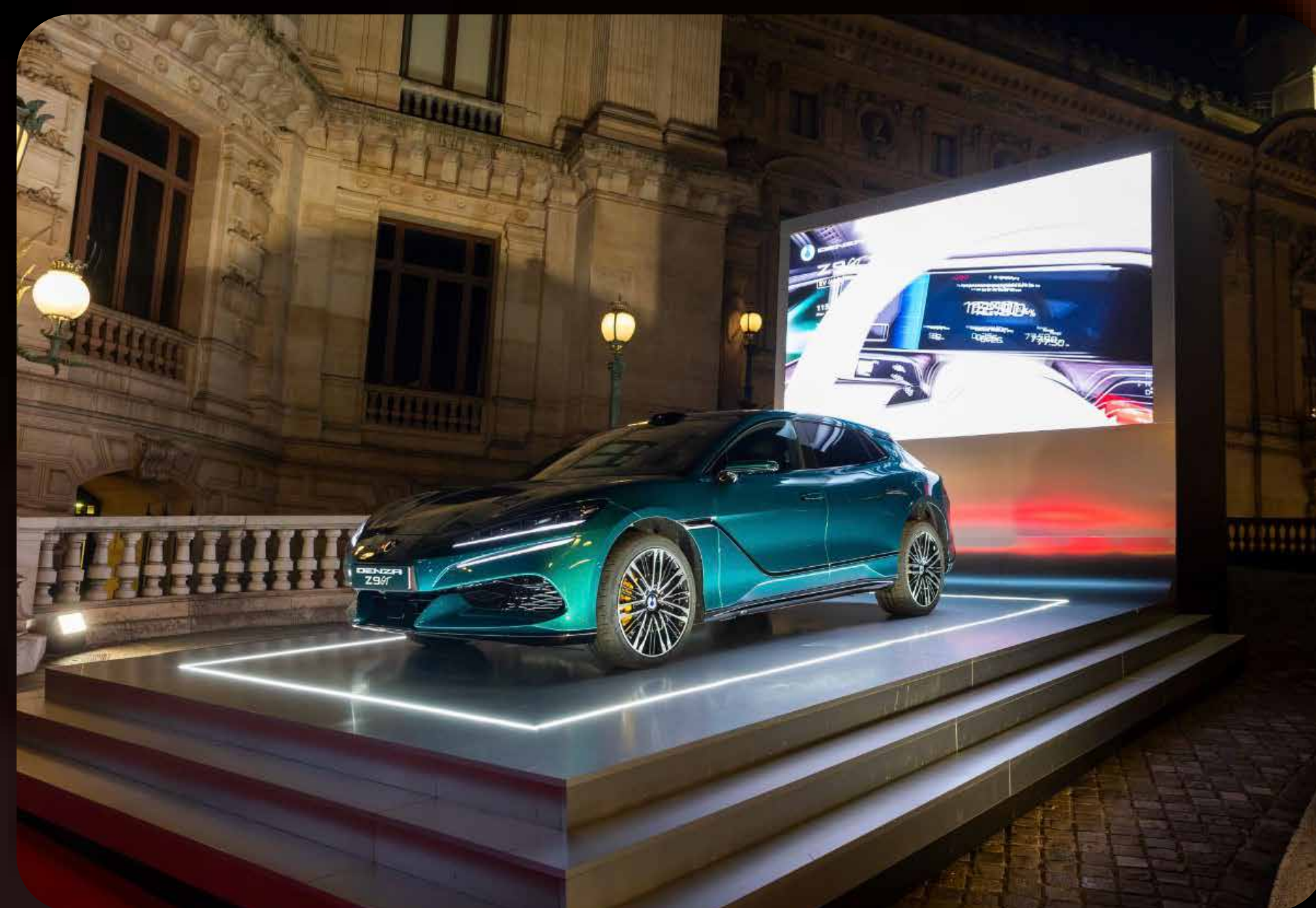
16

EXPANDING THE FUTURE OF INTELLIGENT LUXURY

DENZA Z9GT GLOBAL LAUNCH

The DENZA Z9GT has officially made its global debut, marking another major milestone in DENZA's global journey. As the brand continues to expand into new markets, the Z9GT showcases DENZA's vision of premium mobility through a seamless blend of sophisticated design, intelligent technology, and exceptional performance.

Designed to deliver both comfort and innovation, the Z9GT reflects the brand's commitment to redefining the luxury driving experience. Its global launch not only strengthens DENZA's international presence but also introduces a new audience to a vehicle that combines advanced engineering, refined craftsmanship, and next-generation innovation in one remarkable package.



17

UNVEILED AT GOODWOOD

A NEW ICON TAKES THE STAGE

The all-new DENZA Z was officially unveiled at the Goodwood Festival of Speed on 9 July, showcasing DENZA's latest vision for the future of performance and intelligent mobility. Featuring the brand's progressive design language and next-generation innovation, the DENZA Z represents another step forward in combining advanced technology with dynamic performance. Its unveiling reinforces DENZA's commitment to pushing the boundaries of automotive excellence while expanding its presence on the international stage.



18 | DRIVING EXPERIENCES AT AVENUES MALL

BYD & DENZA AT AUTO MALL



BYD introduces the all-new T17 at Avenues, with Denza showcasing the B8 at Auto Mall, Grand Avenues.

On April 23rd, BYD and Denza participated in Auto Mall at Grand Avenues, presenting a showcase of innovation, performance, and advanced electric mobility.

The all-new BYD T17 made its first appearance at Avenues, alongside the Denza B8, both attracting strong attention for their design and technology.

The participation reflects both brands' commitment to strengthening their presence in Kuwait and engaging directly with customers in a dynamic retail setting.



BYD & DENZA AT AUTO HUB



BYD and Denza showcased their latest innovations at Auto Hub by Avenues, engaging visitors with an up-close look at the future of mobility.

Their participation brought excitement to the event, highlighting advanced technology, premium design, and sustainable driving solutions while strengthening connections with automotive enthusiasts and potential customers.



19

DRIVEN BY ELEGANCE

DENZA X CHOPARD

DENZA and renowned Swiss luxury Maison Chopard came together to unveil the exclusive DENZA x Chopard Z9 GT at the 32nd annual amfAR Gala Cannes. This unique collaboration brings together advanced automotive innovation and exceptional craftsmanship under DENZA's core philosophy, "Technology Drives Elegance."

Introduced as a theatrical masterpiece, the one-off electric shooting brake was dramatically revealed beneath an oversized, runway-inspired scarf cover. The bespoke vehicle was donated directly to the charity auction, where it fetched a record-breaking \$815,000 (€700,000) to fully benefit HIV/AIDS research programs.



20 | THE TRACK JUST GOT A NEW LEGEND YANGWANG U9 IN GRAN TURISMO 7

The Yangwang U9 has officially made its debut in Gran Turismo 7, marking a significant milestone as the first Chinese supercar to be featured in the iconic racing game.

Through this collaboration, players around the world can experience the U9's impressive performance, precise handling, and advanced engineering on the virtual track. The debut highlights Yangwang's commitment to pushing the boundaries of automotive innovation and showcases the excellence of Chinese automotive technology on a global stage.

With its presence in Gran Turismo 7, the Yangwang U9 continues to inspire a new generation of performance enthusiasts and redefine what is possible in the world of high-performance vehicles.



CELEBRATING WITH OUR CUSTOMERS

21 | CREATING EXPERIENCES TO REMEMBER

BYD celebrated special milestones with the community through its graduation campaign and birthday celebrations, creating memorable moments for customers during these important occasions.

From congratulating graduates on their achievements to celebrating birthdays with exclusive offers and thoughtful experiences, BYD continues to build meaningful connections beyond the showroom.



CULTURE

22 | CELEBRATING THIS QUARTER'S BIRTHDAYS



Dania's birthday



Mudhhi's birthday



Mona's birthday



Omar's birthday

23 | NEW DREAMERS MEET THE NEW JOINEES



**AMER MOHAMED
MORAD ALKOKA**
SERVICE ADVISOR



NADIM HAMOUD
SALES RELATIONSHIP
CONSULTANT FOR DENZA



**ATHUL KIZHIKARA
POYIL**
TECHNICIAN B



Alghanim Industries is one of the region's largest private companies, operating in nearly **30 countries** with over **30 businesses**. Its automotive division represents leading global brands and runs a major sales and after-sales network.

BYD Alghanim brings new energy mobility solutions to Kuwait, delivering innovative technology and environmentally friendly vehicles.



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