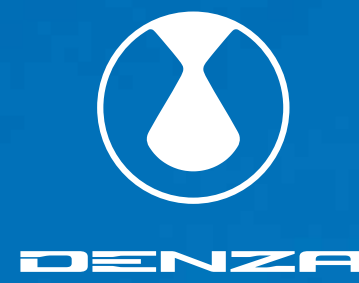


ISSUE
3

BYD



Alghanim
INDUSTRIES

QUARTER 1 | 2026

BYD DREAMERS

E-NEWSLETTER FOR BYD ALGHANIM

مشاعرنا تتغيّر وأفكارنا تختلف

ويجمعنا دعاء واحد

Our feelings change and our thoughts
differ, but one prayer brings us together

رَبِّ اجْعَلْ هَذَا بِلَدًا آمِنًا

May God keep our country safe

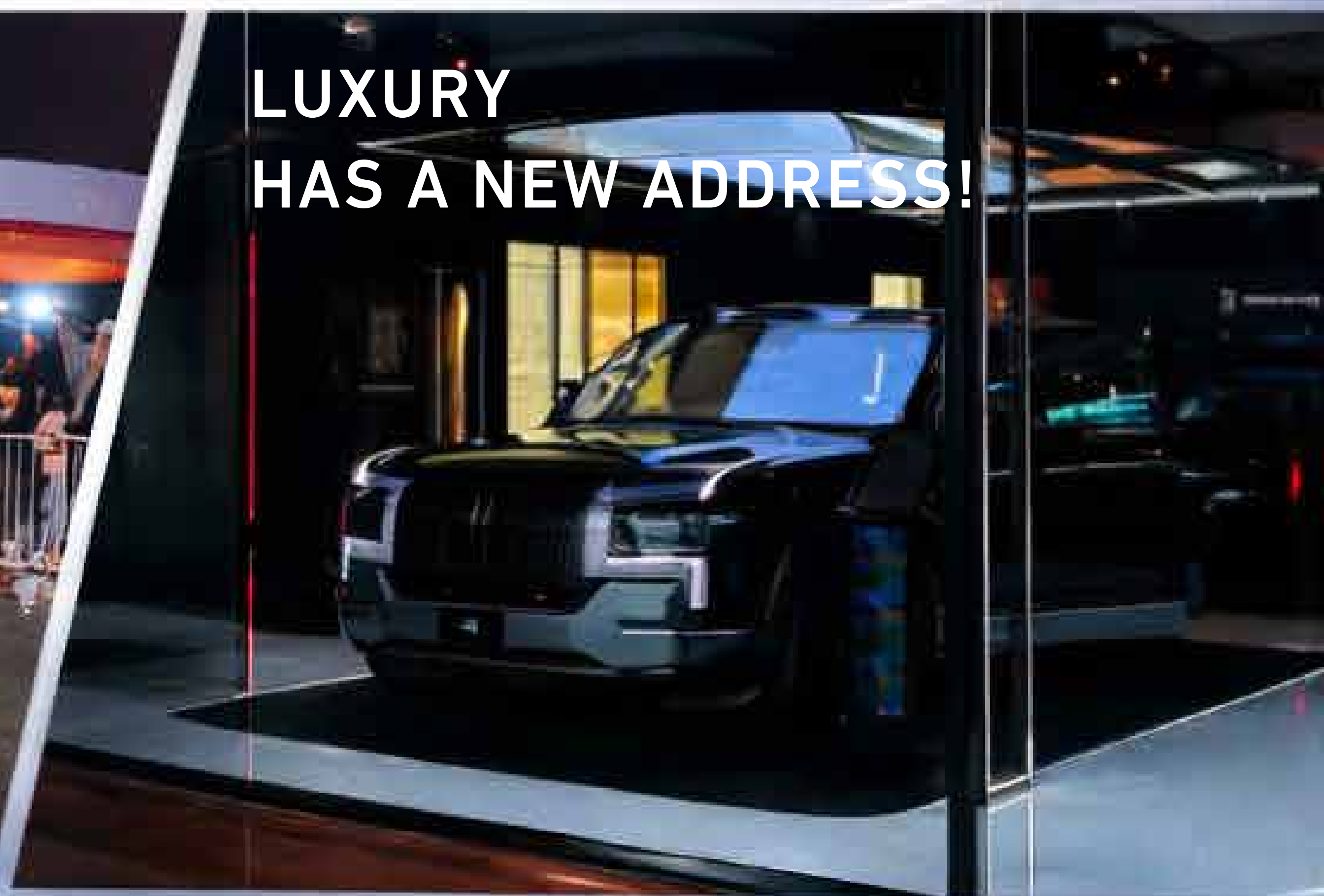
READ MORE

IN THIS ISSUE EVERY STORY IS WORTH TELLING

BYD SHINES AT GULFRUN



LUXURY
HAS A NEW ADDRESS!



STAR POWER
MEETS
PREMIUM EVs



BYD | 
OFFICIAL PARTNER OF
MANCHESTER CITY FOOTBALL CLUB

 BYD
OFFICIAL PARTNER
OF MANCHESTER CITY FOOTBALL CLUB

MANCHESTER CITY
2 CHAMPIONS
1 VISION



A MESSAGE FROM LEADERSHIP

STRONGER TOGETHER



Dear Colleagues,

Across our Automotive Group, we have always taken pride in representing a diverse portfolio of world-class brands, united by a shared commitment to excellence, customer trust, and long-term growth. In moments of regional uncertainty, these foundations become even more important.

While recent developments have introduced new challenges, they have also highlighted something far more powerful—our resilience as an organization. Our ability to adapt, stay focused, and support one another continues to define who we are. We are not only navigating the present, but actively shaping the future of mobility in our markets.

I would like to recognize the outstanding contribution of the BYD team within our group. In a relatively short time, BYD has demonstrated strong momentum, innovation, and a clear sense of purpose aligned with the future of sustainable mobility. Your progress is a reflection of what is possible when vision, execution, and belief come together.

More importantly, BYD's journey complements and strengthens the broader Automotive Group. Each brand we represent plays a unique role, and together, they form a balanced and forward-looking portfolio that positions us for continued success. It is this collective strength that allows us to remain confident—even in uncertain times.

As we move forward, our direction remains clear: stay close to our customers, support our teams, maintain operational excellence, and continue investing in the future. Challenges may test us, but they will not define us.

I encourage all of you to remain focused, collaborative, and optimistic. The work you do every day matters—not only to our organization, but to the communities we serve.

Together, we will continue to grow stronger, move forward with confidence, and deliver on our shared vision.

Thank you for your continued dedication.

Warm regards,

Yousef Behbehani
Senior Vice President
Alghanim Automotive Group

Dear All,

In times of regional uncertainty, it's natural to feel concerned. Yet, while circumstances change, the strength of our people and our shared purpose remain constant.

At BYD Alghanim, we stand together as a community guided by a powerful idea: Build Your Dreams. This is more than a promise; it reflects our belief that innovation and unity shape a better tomorrow. Even in challenging times, we must move forward with confidence. The dreams we are building, cleaner mobility and sustainable progress, are worth protecting.

I want to thank you for your dedication and resilience. Your commitment ensures our vision continues to move forward despite uncertainty. Let us support one another, stay focused, and remember that every challenge is an opportunity to emerge stronger.

Together, we will keep building the dreams that shape the future. Stay safe, stay hopeful, and take care of one another.

Warm regards,

Kamran Mansoor
Senior General Manager,
BYD Alghanim

Kamran Mansoor



01 | CRISIS REVEALS CHARACTER. OURS WAS ALREADY DECIDED.

When times were changing, BYD Alghanim chose to show up and stay connected.

From day one, we were present.

Sharing clear, reliable information when it mattered most.

Supporting our community with guidance, updates, and reassurance every step of the way.

For those on the road, we had one simple message:

If you hear the sirens, pull over, stay safe, and trust your vehicle. Because a BYD is built with your safety in mind. And then, something powerful happened.

In moments where support was needed most, BYD owners discovered their vehicles could do more.

With Vehicle-to-Load (V2L) technology, cars became a source of support for everyday life.

Keeping essentials running, staying connected, and bringing comfort to families.

Because BYD was never built for just one purpose.

It was built for what's next.

And when it mattered most, it was already ready.



أبطال الميدان

فخر الكويت وسندها



إخذ سيارتك اليوم،
وادفع القسط الأول بعد سنة
تقديراً لعطائكم في حماية الوطن

BYD DENZA



راحتك أولويتنا

خدمة الصيانة من وإلى باب بيتك



1. سيقوم فريقنا باستلام سيارتك ونقلها إلى مركز الخدمة



2. لنقوم بإجراء الصيانة المطلوبة



3. ثم إعادة السيارة إلى مركز مرؤ أدبي

لحجز الخدمة
1815151



راحة البال عند بيتكم

خدمة من وإلى باب منزللك



1. سيقوم فريقنا باستلام سيارتك ونقلها إلى مركز الخدمة



2. سيقوم فريقنا بإجراء الصيانة المطلوبة



3. سيقوم فريقنا بإعادة سيارتك إلى بيتك

لحجز الخدمة
1815151



الكل قدما ويستاهل

وبالعهد نقدم لك مزايا لاختيارك

لغاية 3 سنوات صيانة مجانية

أو 90,000 كم

أو 12 شهرا

يسري العرض لفترة محدودة ابتداءً من عيد الفطر إلى نهاية مارس على سيارات وفئات مختارة. بالإضافة إلى العروض الحالية

Alghanim INDUSTRIES



شكراً لمن يواصلون الأمل!

يمكنكم استخدام تكنولوجيا V2L في BYD لحالات الطوارئ وانقطاع التيار الكهربائي



مهارات نحتاجها خصوصاً هالأيام

Alghanim INDUSTRIES



مشارعنا تتغير وأماكننا تختلف

ويجمعنا دعاء واحد

رَبِّ اجْعَلْ هَذَا بَلَدًا آمِنًا

Alghanim INDUSTRIES



الجهات الرسمية في دولة الكويت

هي مصدرك الوحيد للمعلومات

وزارة الإعلام
Instagram @moinformation

مركز التواصل الحكومي
Instagram @cgckuwait

وكالة الأنباء الكويتية (KUNA)
Instagram @kunanews

BYD Alghanim

02 | **BYD GROUP** **STANDING OUT AT GULFRUN**

BYD Group participated in the GulfRun event at Kuwait Motor Town from January 8th to the 10th, presenting all three brands; BYD, Denza, and Yangwang, in a coordinated showcase. BYD and Denza vehicles were displayed at the main stand, where visitors could explore the lineup, interact with the team, and learn more about the technologies behind the vehicles. Yangwang was featured in its own dedicated display area inside the garage, where the Yangwang U8 was presented, giving visitors a closer look at the brand and its engineering capabilities.

A key highlight of the event was the first-ever track experience for the Yangwang U9 in Kuwait. Guests had the opportunity to take part in taxi rides on the track, experiencing the vehicle's performance firsthand. Alongside the U9, BYD's Han and Seal also took to the track, giving visitors the chance to feel the performance, acceleration, and handling of the vehicles in a real motorsport environment.

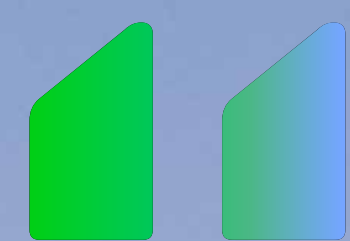
On January 10th, the focus shifted to off-road capability with a full day of obstacle track experiences. Guests were able to participate in taxi rides across the obstacle course in the Denza B5 and Denza B8, demonstrating their off-road performance and versatility. The BYD Shark also joined the experience, navigating the obstacles and showcasing its capability in demanding terrain conditions. Through these experiences across track and off-road environments, BYD Group delivered an engaging showcase of performance, innovation, and capability, bringing customers and automotive enthusiasts closer to the future of mobility.



02

BYD GROUP

STANDING OUT AT GULFRUN



FROM THE SHOWROOM FLOOR TO THE OFF-ROAD TRACK, GULFRUN WAS WHERE DENZA PROVED ITS PERFORMANCE, NOT JUST PROMISED IT.



03

DIFFERENT LANE. SAME ENERGY.

BYD X ooredoo CONNECTED BY A DRIVE TO DO MORE.

As part of a strategic collaboration with Ooredoo, BYD and Denza brought the driving experience directly to Ooredoo Headquarters through a dedicated test drive activation on February 5.

Employees had the opportunity to experience a range of vehicles firsthand, including Denza's B5 and B8 alongside BYD's Atto 8 and Shark 6, highlighting the performance, technology, and versatility of the brands' new energy vehicles. The activation was supported by exclusive offers made available specifically for Ooredoo employees, giving them direct access to the brands and their latest models in a convenient workplace setting.

Beyond the test drive experience, the collaboration also introduced supporting infrastructure, with BYD chargers installed at Ooredoo's headquarters to facilitate convenient charging for electric vehicle users and support the company's forward-looking approach to mobility. By combining workplace engagement, dedicated offers, and charging infrastructure, the partnership reflects a broader collaboration between the brands and Ooredoo to promote accessible and sustainable mobility solutions in Kuwait, with more to come.



04

POWERING THE BRAND, TOGETHER LEARNING. CELEBRATING. THRIVING.

FROM INSIGHT TO IMPACT BETTER KNOWLEDGE. BETTER EXPERIENCE.

Our team leveled up. Recent training sessions covered product knowledge, customer handling, and new team onboarding, all built around one goal: delivering a sharper, more confident BYD experience at every touchpoint.



OUR VERSION OF GRAISH

BYD Group hosted a rooftop Graish gathering to welcome Ramadan and celebrate January and February birthdays. The event highlighted the company's focus on workplace culture and unity, reinforcing its commitment to valuing employees. Such initiatives continue to strengthen team alignment and foster a collaborative environment across all departments.



Warning: This Smile is Highly Contagious

Meet Mai, Employee of the Month. Walk into BYD Alghanim and you'll feel it immediately. Mai's warmth sets the tone before a single word is said. She doesn't just greet guests, she makes them feel at home. That's not a skill. That's a superpower.



05 | LUXURY HAS A NEW ADDRESS!



Yangwang Alghanim unveiled the world's first-ever Yangwang pop-up display at 360 Mall, Gate 1 — positioned between Prada and Cartier. The location was no coincidence. It was a statement.

At the center of it all, the Yangwang U8 — Kuwait's first look at the brand's ultra-luxury engineering and design. Up close, in person, exactly where it belongs.

Yangwang isn't just entering Kuwait's luxury market. It's taking its place at the top of it.



06 | MANCHESTER CITY 2 CHAMPIONS 1 VISION

BYD, the world's leading New Energy Vehicle manufacturer, has announced a multi-year partnership with Manchester City Football Club as its Official Automotive Partner.

BYD branding will feature on training-kit sleeves, across Etihad Stadium, and a BYD vehicle will lead the first team bus on matchdays. The partnership also includes supplying BYD and DENZA vehicles to the club, alongside charging infrastructure and energy-storage solutions at the City Football Academy.

This follows BYD's partnerships with UEFA EURO 2024 and the UEFA European Under-21 Championship 2025, cementing its place at the heart of global football. Founded over 30 years ago, BYD now operates in 110+ countries, sold 4.6 million vehicles in 2025, and recently celebrated its 15 millionth NEV produced. Building dreams. On and off the pitch.



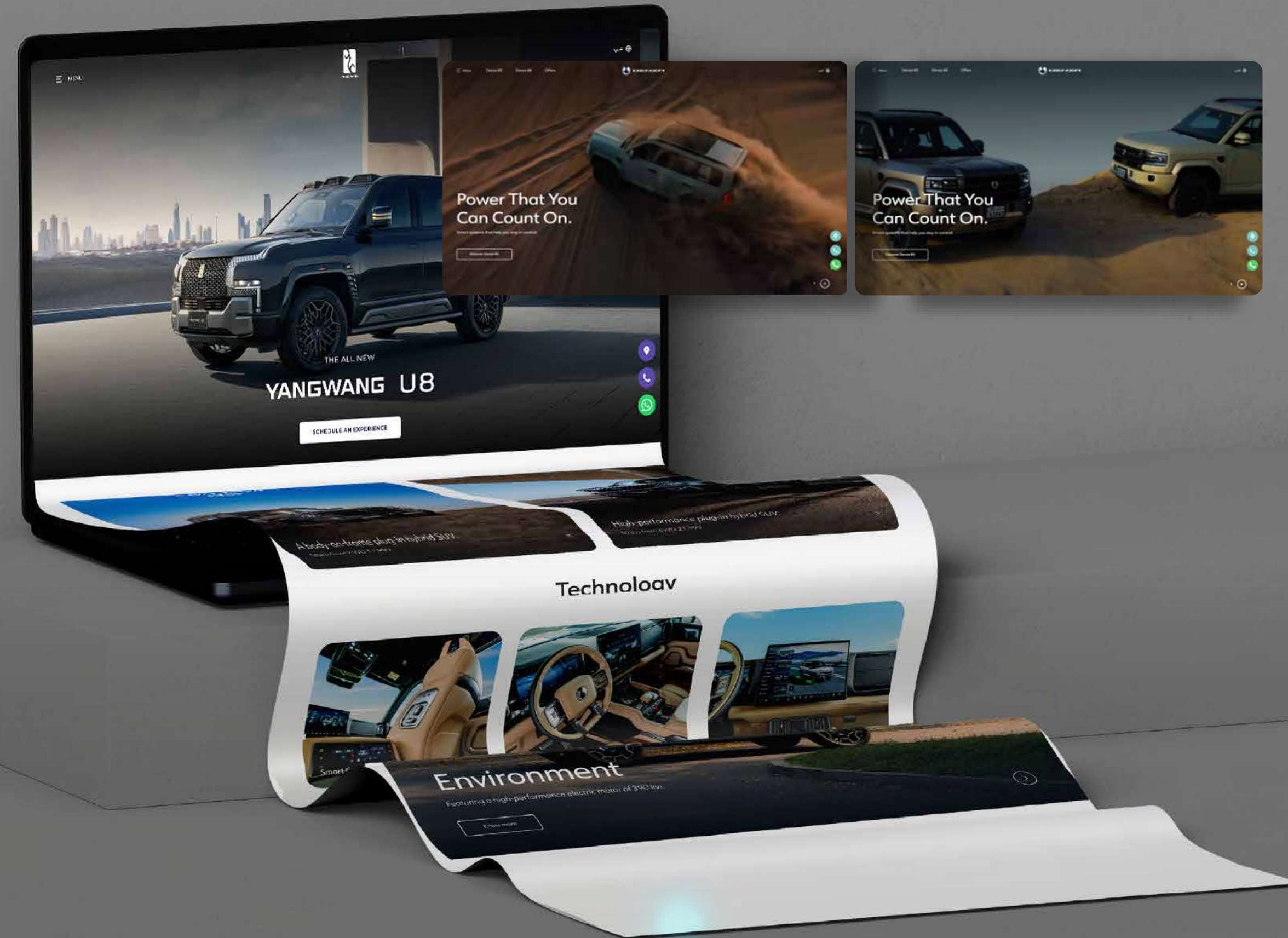
07 | EXPANDING OUR DIGITAL FOOTPRINT

DENZA & YANGWANG WEBSITE LAUNCH

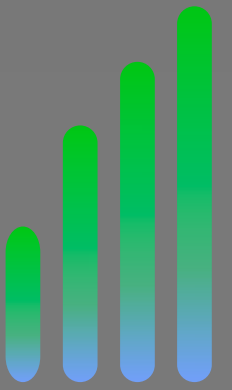
In Q1 2026, Denza Alghanim and Yangwang Alghanim officially launched their dedicated, fully localized websites in both Arabic and English. These platforms serve as a centralized digital hub, allowing customers to explore each brand's identity through detailed vehicle specifications, cutting-edge technology highlights, and exclusive brand insights.

The websites are designed with a clean, intuitive user interface, making it seamless for visitors to navigate model lineups, submit inquiries, and book test drives directly online. By bridging the gap between digital discovery and the physical showroom, this launch marks a major milestone in strengthening the brands' presence in Kuwait and providing a superior, innovation-led customer experience.

www.yangwangalghanim.com
www.denzaalghanim.com



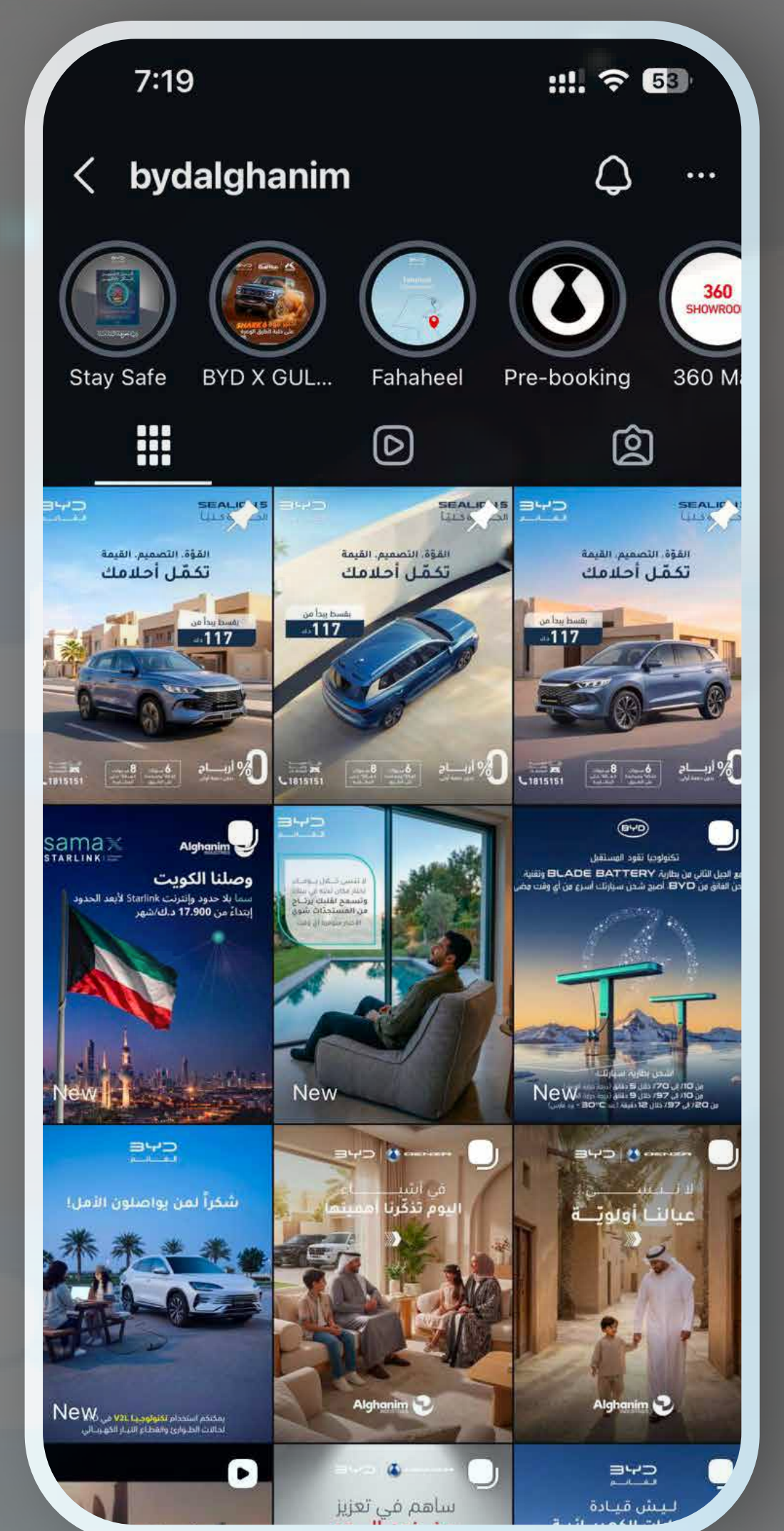
CONNECTING MORE EVERYDAY

38K  STRONGER

BYD Alghanim is taking over Kuwait's digital landscape. Our Instagram community has officially hit a massive milestone, proving that the future of innovation and electric mobility is here!

Thank you for being part of our journey. This growth is just the beginning as we continue to lead with cutting-edge launches and unbeatable style.

@bydalghanim



08 | STRONG AUTOSHOW PRESENCE A TRUE STANDOUT



In the last week of January 2026, BYD Alghanim and Denza Alghanim participated in the Kuwait Motor Show with their largest booth at the event, showcasing advanced new energy vehicles and the latest developments from both brands. The stand featured Denza's B5 and B8 Super Hybrid SUVs alongside BYD's growing lineup, giving visitors the opportunity to explore the vehicles up close and learn more about the technology and design behind them.

A key highlight of the show was BYD's sneak preview of the new Ti 7, presented to the public for the first time in Kuwait. The vehicle was introduced through an interactive "Guess the Car" activation, where it remained fully wrapped to build anticipation. During the event, Ti 7 pre-bookings were officially launched, supported by a motor show-exclusive offer that encouraged early reservations.

The stand attracted strong visitor traffic throughout the event and resulted in the highest motor show sales figures achieved by the brands in Kuwait to date, reflecting growing customer confidence in new energy vehicles and reinforcing BYD and Denza's continued growth in the local market.



THE AUTO SHOW



**RECORD SALES.
A WRAPPED REVEAL.
ONE UNFORGETTABLE SHOW,
BYD AND DENZA ALGHANIM ONCE
AGAIN RAISED THE BAR!**

09 | SEALION 5 LAUNCH



Introducing the all-new BYD Sealion 5, a compact hybrid SUV that sets a new standard for modern driving. Combining sporty design, intelligent technology, and everyday practicality, the Sealion 5 is built for families and urban adventurers alike.

KEY SPECS

SUPER HYBRID

1.5L engine + electric motor

Total Output:

197 hp combined

Acceleration: 0–100 km/h

in 8.3 seconds

Range:

up to 791 km

Platform: Equipped with BYD's advanced hybrid system for optimized fuel efficiency, smooth acceleration, and confident performance across city and highway drives.

Safety & Tech: Advanced driver-assistance systems, large infotainment display, and spacious, tech-forward interior.

Warranty: 6 Years warranty and 8 years battery warranty.

10 | SEAL 6 COMING SOON



Get ready for the all-new BYD Seal 6, a sophisticated plug-in hybrid sedan designed for drivers who demand efficiency, performance, and premium comfort. With its sleek fastback design and advanced hybrid technology, the Seal 6 delivers a refined yet powerful driving experience for modern city life.

KEY SPECS

SUPER HYBRID

1.5L engine + electric motor

Total Output:

174 hp combined

Acceleration: 0–100 km/h

in 7.5 seconds

Range:

up to 1,100 km

DM-i Technology: Built on BYD's advanced Dual Mode (DM-i) hybrid platform, delivering ultra-low fuel consumption, smooth electric driving, and seamless power transition between engine and motor, ensuring maximum efficiency without compromising performance.

Interior: Premium cabin with intelligent connectivity and advanced safety features.

Warranty: 6-years warranty and 8 years warranty on Battery.

11 | WEEKEND EVENTS



GREAT FOOD, GREAT TECHNOLOGY, ONE SHOWROOM, BYD ALGHANIM'S FOOD EXPO PROVED THAT THE FUTURE OF DRIVING IS AS EXCITING AS THE WORLD AROUND IT.

BYD GROUP'S FOOD EXPO

On February 6, BYD Alghanim hosted a Food Expo event at Al Rai showroom as part of its ongoing Saturday weekend activations, creating a vibrant and engaging atmosphere that blended automotive excellence with exceptional culinary experiences. The event transformed the showroom into a dynamic space where guests, families, and automotive enthusiasts could connect, explore, and enjoy.

A diverse lineup of well-known food concepts participated in the event, including The Kitchen, Taco Eatco, HBR, Mishmash, Slice, One Eatery, Humble Burger, Chubby Balls, Costa Coffee, and Meme Carry. Their presence added to the overall experience, attracting strong footfall and creating a lively environment throughout the day. The activation also featured a dedicated kids' section, a cinema screen powered through V2L, and a live cooking station connected to V2L as well, demonstrating the practical functionality of BYD's vehicle technology in an interactive and family-friendly setting.



12 | WEEKEND EVENTS



WHERE THE SPIRIT OF RAMADAN MEETS THE THRILL OF THE OPEN ROAD, BYD ALGHANIM BROUGHT CUSTOMERS TOGETHER FOR AN EVENING THAT CELEBRATED BOTH.

BYD FAHAHEEL GRAISH

On February 14th, BYD Alghanim hosted a Ramadan Graish celebration at the Fahaheel showroom, bringing together valued customers for a warm and joyful pre-Ramadan gathering.

The showroom was transformed with Ramadan-themed decorations, complemented by authentic Kuwaiti bites and traditional treats that created a welcoming and festive atmosphere. The evening was filled with connection, conversation, and shared moments as guests gathered to celebrate ahead of the holy month.

As part of the activation, BYD introduced the “Test Drive & Win” concept, encouraging customers to engage directly with the vehicle lineup. Guests who completed a test drive were invited to select from three mystery boxes for a chance to win exclusive prizes.

The rewards included Xcite vouchers, elegant perfume boxes, and premium BYD merchandise such as hoodies, t-shirts, and branded cups, adding an interactive and memorable element to the celebration. The event successfully combined cultural engagement with product experience, further strengthening customer relationships in a meaningful setting.



13 | COMMUNITY OUTREACH EVERY CORNER WE REACH

BYD WEEKLY KASHTA.

Every week, BYD Alghanim takes invited guests off-road and into Kuwait's desert terrain. Sand tracks, natural obstacles, real conditions, no showroom can replicate it. Guests experience the power, stability, and control of BYD's off-road lineup firsthand. This is driving, the Kuwaiti way.



WEEKLY DIWANIYA VISIT

BYD Alghanim stopped by Alansari Diwaniya for an evening of community, conversation, and cars. 30 guests. 30 test drives. No pressure, just real talk about real vehicles in Kuwait's most familiar setting. The diwaniya isn't just a visit. It's where trust is built.

14 | STAR POWER MEETS PREMIUM EVs

DENZA X DANIEL CRAIG

BYD is proud to announce that British actor Daniel Craig is launching a new campaign for DENZA, its premium technology-oriented automotive brand, to coincide with its global expansion in 2026.

The world's first premium brand devoted solely to new-energy vehicles for sustainable mobility, DENZA is ready to find new customers drawn by a unique blend of cutting-edge innovations and European-influenced design elegance. As the perfect partner for this process, Daniel Craig will lend his image to several key vehicles being launched this year, including in marketing materials and television commercials.

The partnership with one of the world's most recognisable actors represents significant worldwide recognition for DENZA, which is building up to its first European model launch, for its flagship Z9GT shooting brake, to be held on 8 April at the Palais Garnier opera house in Paris.

BYD Executive Vice President Stella Li commented: "Daniel Craig represents a powerful combination of strength, sophistication and authenticity. Those qualities resonate deeply with what DENZA stands for. As we bring the brand to the world — across Europe, Latin America, the Middle East and Africa — we are proud to welcome an actor whose presence and character reflect the spirit of DENZA. Together, we want to show how technology, design and emotion can come together to create a new vision of premium mobility."



15

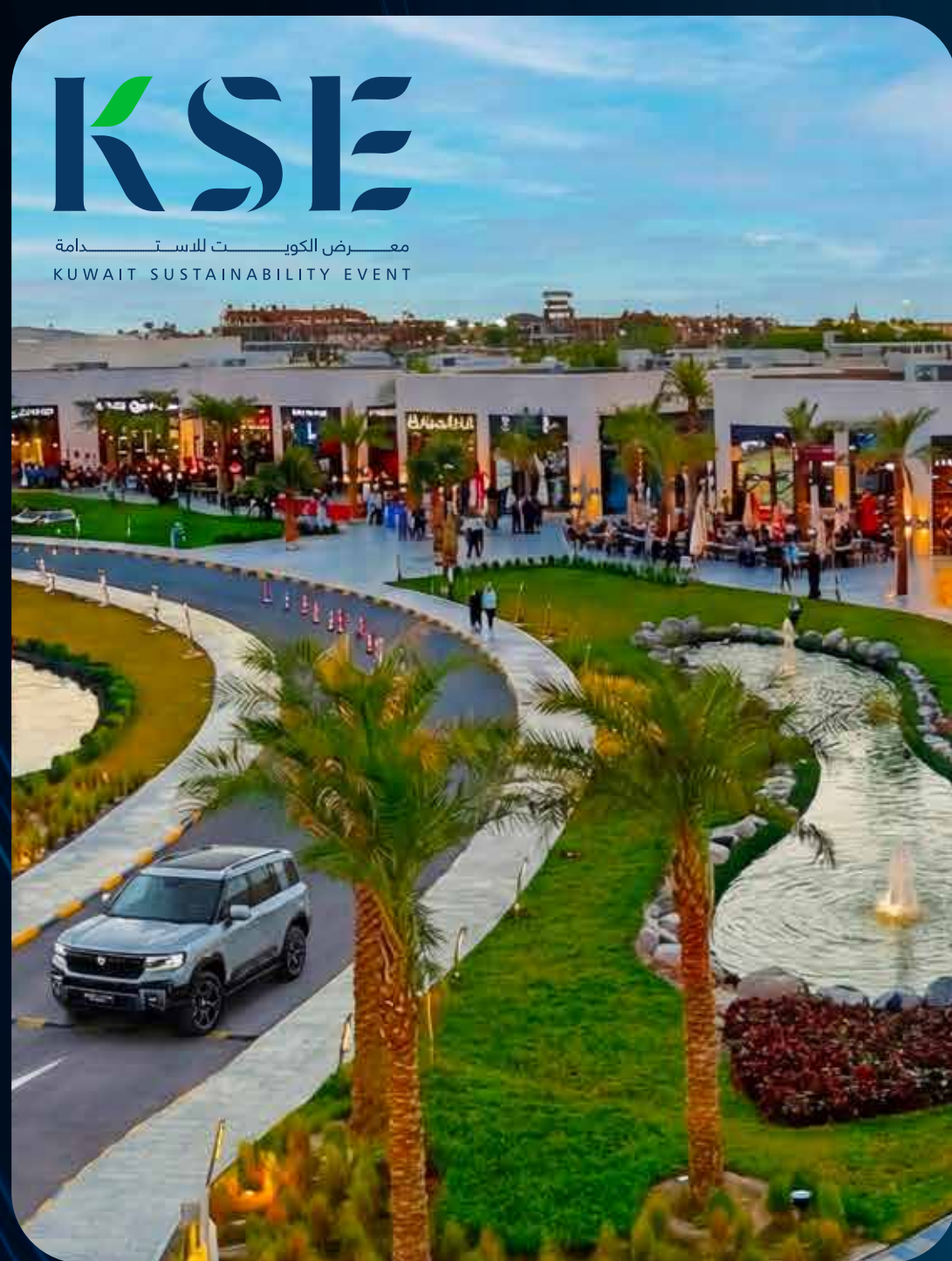
SUSTAINABILITY IN ACTION

BYD ISN'T TALKING ABOUT IT. WE'RE DOING IT.

KUWAIT IS CHARGING UP.

BYD's B2B partnerships are powering the shift. Powering Kuwait's corporate transition to cleaner, smarter mobility.

2025 marked a major leap for EV Home in the B2B space. We successfully completed two landmark projects — installing charging infrastructure for Ooredoo and Al Hamra Real Estate, two of Kuwait's most recognized organizations. These partnerships demonstrate our ability to deliver tailored, scalable charging solutions across corporate and real estate environments — blending performance, design, and reliability. More than installations, these projects signal a shift: Kuwait's leading brands are moving toward cleaner mobility, and BYD Alghanim is powering that transition.



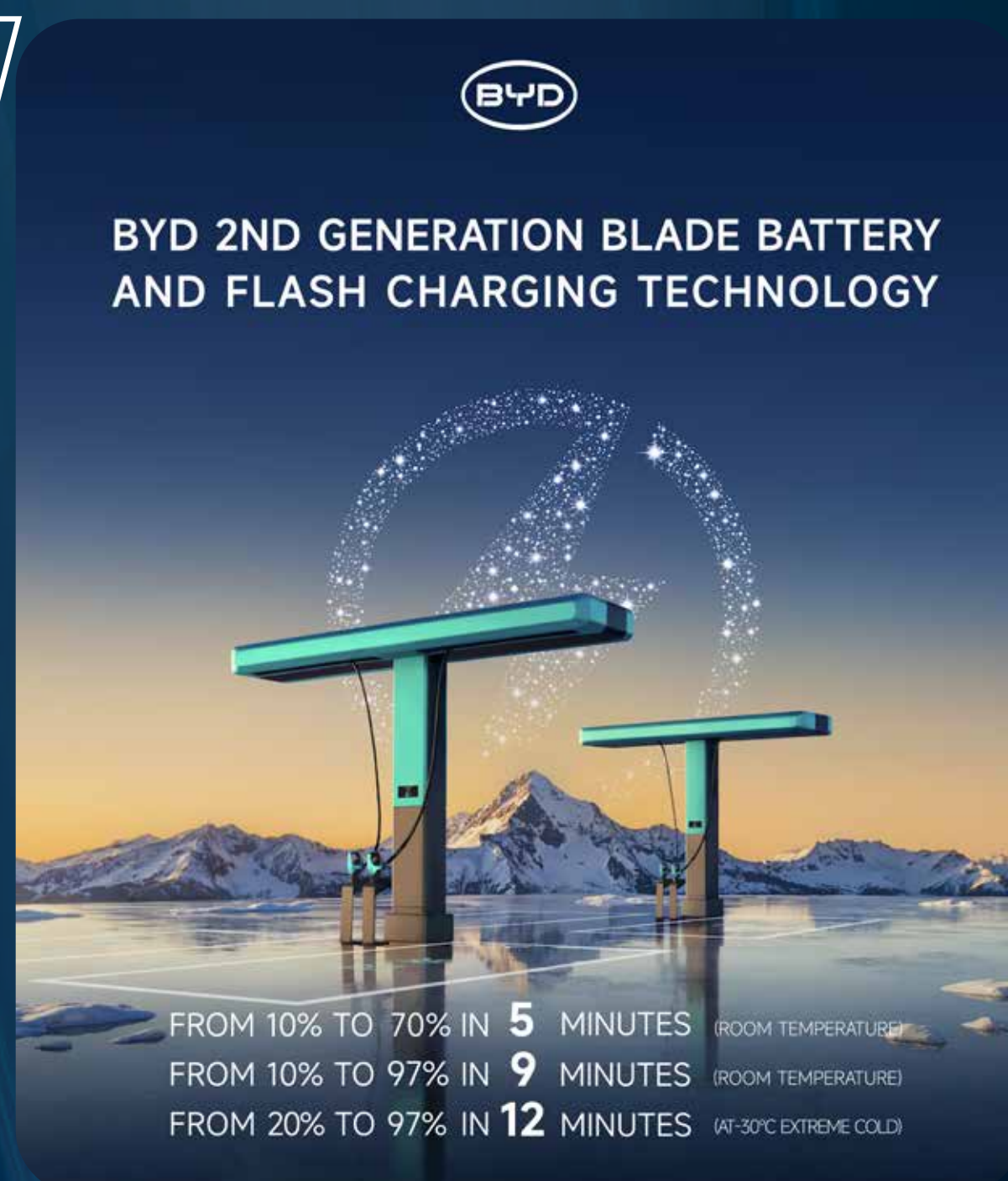
KUWAIT SUSTAINABILITY EVENT

BYD isn't talking about it. We're doing it. Sustainability in Action A Strategic Collaboration in Kuwait — January 17, Murooj Denza Alghanim took part in the Kuwait Sustainability Event, joining forward-thinking brands shaping the future of mobility. The Denza B5 and B8 were on full display, with live test drives giving attendees a firsthand feel of Denza's super hybrid technology. A strong step in building early market awareness with the right audience.



BLADE BATTERY TECHNOLOGY BYD GLOBAL

BYD's 2nd Gen Blade Battery Breaks Boundaries March 5, 2026 — Two game-changing technologies unveiled. BYD launched the 2nd Generation Blade Battery alongside FLASH Charging — six years in the making. Higher energy density, uncompromised safety, and charging speeds that redefine what's possible. 10% to 70% in 5 minutes 97% charge in under 9 minutes 1,500 kW FLASH Charger — 20,000 stations planned by end of 2026
Faster. Smarter. Further



EV MILESTONE MILESTONE · EV INFRASTRUCTURE

Powering the Future — 1,000+ Home Chargers Delivered Honoring Alghanim Engineering's steadfast partnership. The EV Department has crossed a defining milestone — over 1,000 EV chargers delivered across government residential areas nationwide. With installations still ongoing, this achievement reflects our commitment to making EV charging accessible and integrated into everyday life across Kuwait. 1,000+ Home chargers delivered across Kuwait — and growing.

16

FULL HEARTS.

BYD GROUP TOOK TO THE STREETS OF KUWAIT TO GIVE BACK THIS RAMADAN.



On February 23rd, BYD Group carried out an Iftar Saem distribution, bringing teams together to support the community.

As part of the initiative, BYD and Denza vehicles were prepared and filled with Iftar meals, which were then distributed across key locations in Kuwait City. The activity reflected a coordinated team effort, utilizing the brand's mobility solutions in a meaningful and impactful way.

Through this initiative, BYD Group reinforced its commitment to community engagement, extending its role beyond mobility to contribute where it matters most.

DREAMERS TODAY, LEADERS TOMORROW

NEW DREAMERS



Mudhhi Almudhhi

Assistant Manager - Network
Management & Development



Alaa Rezk

Sr. Marketing Executive



Noura Al-Sabouni

Marketing Executive



Siham Oulourak

Customer Service Representative



Samuel Kuzhimannil

Technician



Abhishek Cherayakkatt

Technician



Saji Sathyan

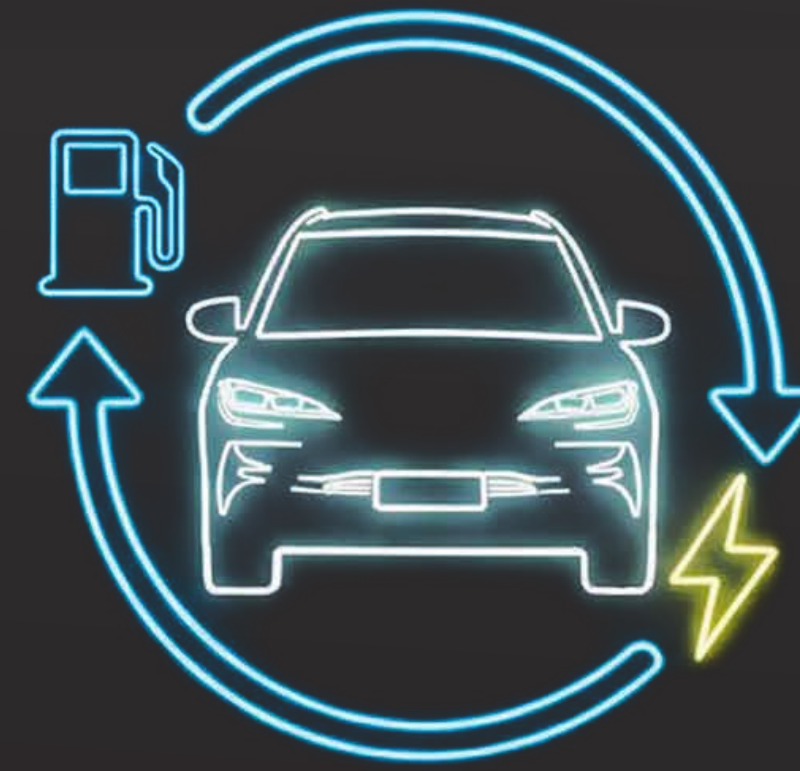
Technician

Which team are you on?

Share your pick and you could be featured in our next issue!

Send your answers to: byd@alghanim.com

Choosing the right car means finding the perfect match for your lifestyle.
From your daily routine to your driving habits...



Electric Vehicles:

- Zero emissions, cleaner driving
- Lower maintenance, no oil changes
- Instant torque and smooth acceleration
- Convenient daily trips with home or public charging
- Special perks like dedicated EV lanes or toll discounts

Plug-in Hybrid Electric Vehicle:

- Long trips over 100km with hybrid flexibility
- Turbo engine + electric motor, total range up to 1100km (BYD & Denza)
- Enjoy full EV experience when using EV driving mode
- High fuel efficiency & cost savings
- Charge at home, public stations, or from the engine
- High-capacity battery allows up to 85km pure electric city driving
- Flexible for urban and long-distance trips



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.



@bydalghanim
@denza.alghanim
@yangwangalghanim



byd@alghanim.com



www.bydalghanim.com
www.yangwangalghanim.com
www.denzaalghanim.com