

economy makers



**Shaikh Abdullah bin Fahad Al Keraides**  
**Chairman,**  
**Al Jazirah Vehicles Agencies Co.**





*Headquarters of Al Jazirah Vehicles Agencies Co. in Jeddah city, West of Saudi Arabia*

## **Al Jazirah Vehicles Agencies Co.**

### **Sole Agent of Ford & Lincoln in Saudi Arabia**

Business & Finance Club - Jeddah

**W**hen we launched this work, our main objective was to start from where the others stopped and to avoid mistakes and troubles that hindered their work with the aim of making it the first agency and the most successful in its field, as it excelled in providing:

- \* The best cars in its class
- \* High quality services
- \* Professional staff and experts to meet all the needs of the car driver in the present time.

Al Jazirah Vehicles Agencies Co. is the sole agent for Ford and Lincoln cars, and we are proud to represent the oldest auto manufacturers in the world that resulted in this strong and long term relationship not only with the manufacturer Ford, but with our clients who are our incentive that urges us to move forward and achieve more growth and more success.

With Ford and Lincoln cars, we

provide our customers with the best product and the super designs as for shape and specifications of different types to suit the marks and wishes

**HRH Prince  
Salman bin  
Abdulaziz  
Al Saud was and  
still a prince,  
governor and a  
father whom Riyadh  
has never witnessed  
and equal person,  
having all the good  
qualities in one  
person.**

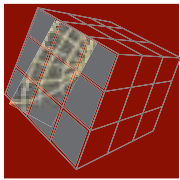
of our clients in the Kingdom. Since 1987, Al Jazirah Vehicles Agencies Co., as the sole agent for Ford and Lincoln vehicles in the Kingdom, is

working to stabilize its partnership with one of the greatest and oldest auto companies in the world through providing a set of unique services and high quality products that match the needs and requirements of our clients and in the meantime, make such companies an example of a leading successful effort.

If Ford Auto Company was keen since its launch to develop its marketing programs and support its strategic plans by offering unique models of vehicles of high quality that meet the enthusiasm of our clients, we are in Al Jazirah Vehicles Agencies Co. are exerting every possible effort to share Ford its continuous commitment with advanced quality standards.

Based on this commitment, we have worked to qualify our staff in a comprehensive manner to have the necessary experience in dealing with Ford products in all technical and administrative aspects , with the aim of providing





*A showroom for Ford vehicles at Al Jazirah Vehicles Agencies Co.*

In a special interview with HE Shaik Abdullah Al Keraides, Chairman of Al Jazirah Vehicles Agencies Co., and as Al Jazirah Vehicles Agencies Co. is the sponsor of Transport Sector in this Special Issue on the 50th Anniversary for Achievements of Riyadh, the city of capital and oil, in addition to the above presentation as a simple introduction, in our first question of the Chairman of Al Jazirah Vehicles Agencies Co.

a wide variety of leading services that give our clients a spectrum of excellence.

When was Al Jazirah Vehicles Agencies Co. established? And what was the role offered by the leadership of Riyadh city represented in HRH prince Salman bin Abdulaziz, Governor of Riyadh and his unprecedented role in the comprehensive progress of Riyadh region during a period of leadership exceeded fifty years?

Al Jazirah Vehicles Agencies Co. was established in 1987 as a sole agent for Ford and Lincoln vehicles in the Kingdom of Saudi Arabia with head office in Riyadh city. The support provided by HRH prince Salman bin Abdulaziz, governor of Riyadh had great influence

**Al Jazirah Vehicles Agencies Co. is the sole agent for the oldest and biggest auto company in the history of USA and it is considered the biggest Ford Agent in the world**

and strong incentive to us to have a strong launch from Riyadh city and such launch continue in the remaining cities of the Kingdom. His inauguration of our head office

in Khurais Road in Riyadh was a great honor to us and strong support, followed by achieving sales and after sales services and we opened more than one premises in Riyadh city to submit these services with the support of HRH.

For the achievements of HRH in Riyadh city during the last fifty years, I think that no one could count all his achievements. We need specialized committees and allocate for each committee one sector that was covered by the support of HRH. I would like to refer here that I and all the citizens of Riyadh region resort to him, after Allah, in all the hindrances that confront us, not only the business troubles but also the personal problems, and he is always available at his office and his house to meet people in addition to





*Block photo showing Shaikh Abdullah Al Kraides receiving a medal for Al Jazirah Vehicles Agencies Co. getting the first position as the biggest Ford agent in the world*

his attendance to the weddings and share people all their occasions, is an indicator that he is very close to the citizens of Riyadh.

So far, how many branches do you have? Does your company have plans to add more branches? What is the number of your staff? What is the volume of your annual sales for 2005 and what is the revenue expected for 2006, and what is the total volume of your company's assets?

Al Jazirah Vehicles Agencies Co. is placing its customers on the top of its priorities. To approach them and facilitate their purchase of Ford and Lincoln high quality products, we have covered a wide number of the kingdom's regions. We have now ten integrated premises in those regions including showrooms, maintenance workshops, spare part warehouses, and I would like to say that we are the biggest sales agent for Ford spare parts in the world and we have the largest spare parts center in Jeddah city. In the near future, we will open

3 new branches of the company : Najran branch, Al Shifa branch in Riyadh , and Auto Mall in Jeddah. We have also two speed service centers in Riyadh and we will have in the near future two speed service

**Al Jazirah Vehicles Agencies Co. is proud to exceed 35 % of Saudization program in its staff. The total employees are over 1500**

centers in Jeddah and Al Khobar within our future plans. The number of our employees is over 1500 , with Saudization percentage of 35 % representing a committed teamwork

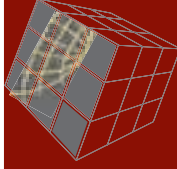
to provide the best services and meet the needs of clients. In addition, we are preparing six new premises that will be established in different regions, in addition to 16 distributors in the regions where Al Jazirah Vehicles Agencies Co. is not existing. There is cooperation and constant contact between us and our approved distributors in the field of training to ensure our dear clients getting the same preferable dealing and the same service package that they could get from our main headquarter.

How many vehicles produced by Ford? What is the most important and sales figure?

If you mean the number of vehicles produced by Ford, they are many and different, but if you mean the types of cars we represent, they are as follows:

In the passenger car sector we have: Focus, Mondeo, Crown Victoria, FreeStar, Mustang,





*Al Jazeera Vehicles Agencies Co. headquarters in Riyadh*

and nearly Ford 500. in the 4x4 we have Explorer, Expedition, Expedition EL, and nearly Edge, in addition to Ford superior truck F150, and pickup ranger. In the luxury car sector, we have Lincoln, Navigator, Town Car, and nearly we will receive MKX. Of course the highest sales are for Crown Victoria. Our company is the biggest agent for Crown Victoria worldwide for the ninth year consecutively, in addition to Focus, Mondeo, Explorer and Expedition.

How do you see the present budget of the Kingdom of Saudi Arabia? What is the predicted benefit on the Saudi citizen? Will the kingdom witness an economic jump in the near future?

The budget of this year could be called "The Goodness Budget" and figures speak for themselves. It is the biggest budget in the history of the Kingdom, with all the projects and works directed

to the Saudi citizen, in the economic field and in his own life including health, education, development

**Al Jazirah Vehicles Agencies Co. covers sales estimated with 10% of Saudi market. Ford vehicles sales exceeded 150.000 vehicles.**

and support services that we see everyday through the achievements of the state and opportunities made available to citizens. This is the clearest evidence that the state is endeavoring to provide a better life for the Saudi citizen, and if the

conditions continue in the same way without any external troubles, we expect that there will be an economic jump that exceeds all the previous achievements in the Kingdom.

What is the percentage of Al Jazirah Vehicles Agencies Co. sales from the Kingdom's market? Does the GCC market have direct influence on the Saudi market, regarding the auto market, particularly Dubai city?

The company's sales so far is over 150.000 vehicles, and our share from the Kingdom's auto market is about 10%. For the influence of the auto market, you may mean the used cars in the Gulf, on the Saudi market, particularly in Dubai, we in Al Jazirah Vehicles Agencies Co. we did not feel such influence and we were not affected as the others, because the prices of new cars in our company are competitive in the market. Generally, the kingdom is a huge auto market, and we have the capability for creating a market for





*HE Shaikh Abdullah Al Kraidis, Chairman of Al Jazeera Vehicles Agencies Co. in an exclusive dialogue to Business and Finance Club Magazine.*

used cars internally, and we don't need to import used cars from abroad. We could also export used cars abroad, and in some years the sales of new cars in the Kingdom exceeded 250.000 vehicles per year, and continuity of sale of such new cars in the same average could create a market for the used cars. Thus, we could have local used cars market, and the standardization of customs tariff for GCC countries had a great effect on the stabilization of auto market in the region.

**Did the Dollar price decrease affect the profits from the sales of US Ford vehicles, compared to the last year?**

We are jointed with Ford in most of our dealings by USD, therefore, our company was not much affected by such decrease, even if the product is from outside the USA.

**The Kingdom of Saudi Arabia has witnessed, during the era of Custodian of the Two Holy**

**Mosques, King Abdullah bin Abdulaziz Al Saud and HRH Crown Prince Sultan bin Abdulaziz Al Saud has witnessed quality remarkable**

The Kingdom of Saudi Arabia under the leadership of the Custodian of the Two Holy Mosques, King Abdullah bin Abdulaziz Al Saud and HRH Crown Prince is waiting for a prosperous economic progress that will exceed the previous jump as indicated in the international analysts' comments

**jumps , with volume exceeding billions, in your point of view, what was planted during 2006, will it fruit during 2007?**

The results of what was planted of mega works will not be limited to the following year, but it means continuity, and what was planted in 2006 will produce its results during 2007 and the following years, and also the planting will continue and grow and will not be limited to 2006. there will be also prosperous harvest in the upcoming years for the prosperity and convenience of the citizens of this country who placed their trust in Allah, then in their rational leadership that we all know they are interested and busy with providing prosperity, security and stability for this country. We pray Allah to support them and give them long life.

