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## Al-Saif Motors achieves record sales in Saudi Arabia during 2009

Al-Saif Motors, the official Land Rover & Jaguar importer for the Kingdom of Saudi Arabia, has recorded a dramatic rise in sales from January to December 2009.



With sales growth of 73% for Jaguar models, and 11% for Land Rover, Al-Saif Motors has notched up a fourth consecutive year of growth for performance.

According to Al-Saif's General Manager, Alan Whaley,

*'2009 has been an extremely difficult year for the Automotive industry, without exception, every Manufacturer, Importer and Dealer has seen sales plummet, profit decline in unprecedented scale globally, we at Al Saif Motors, increased our capital expenditure and forged forward with our investment and expansion plans'*

'At the end of September our joint Jaguar and Land Rover sales increased and took a market share in the premium sector of 8.8%. Last year our market share was at 5.66% and therefore we have increased our market share performance by a staggering 57% in one year. Al Saif has made the most significant contribution to the region in 2009.'

Al Saif Motors had plenty of changes in the year 2009, they had the highest number of training days in the history of the company, this by delivering minimum of 10 days training per month, and also by appointing a National Training Manager. As a result their customer retention has increased from 70 to 75% for Land Rover and 66 to 70% for Jaguar, along with strengthened their manpower by additional 12 people.

'We are now realizing the benefits of the investments that we have made in our Aftersales Service Facilities and 24 Hour Quick Service Operation. That, along with Jaguar's and Land Rover's reputation for reliability means that our customer service record has never been better,' added Mr. Whaley.

### Notes and Media Contacts

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