



# Automotive Spare Parts Solution

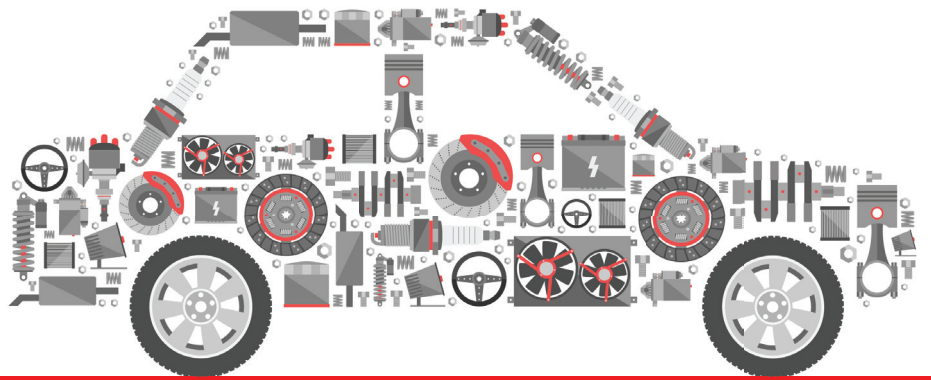
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## Welcome Note

### Neweast: Your Global Leader in Automotive Spare Parts Since 1992

For over three decades, Neweast has been the world's premier supplier of automotive spare parts. Established in 1992, we have built a reputation as a trusted name in the global aftermarket automotive parts distribution industry. Our commitment to excellence has positioned us as one of the largest importers and distributors of aftermarket automotive parts in the Middle East.

Our extensive global supply chain is renowned for delivering top-quality products, reliability, and exceptional customer service. "At Neweast, our relentless pursuit of sustainability is matched only by our dedication to our core values of trust, reliability, and high-quality production," says Ahmed Juma Ahli, Group CEO of Neweast Group. Join us on our journey to reach new heights while upholding the principles that define us.

## About Us

**Neweast Group is a leading auto spare parts distributor.**

As the demand for high-quality aftermarket automotive parts continues to rise, Neweast General Trading is your go-to destination for premium brands and unmatched service. Since 1992, we have diligently served the automotive industry, establishing ourselves as the largest importer and distributor of aftermarket automotive parts in the UAE.

Our global footprint extends worldwide, providing comprehensive support through various communication channels, including phone, email, and our online platforms. Whether in Europe, the Middle East, or Southeast Asia, Neweast General Trading is your trusted partner for all your automotive parts' needs. Explore a world of quality and reliability with us.

*Message from*  
**Our Group CEO**  
**Ahmed Juma Ahli**



At the heart of Neweast General Trading lies a steadfast commitment to three core principles: focus, nurture, and consistency. As a global leader in the aftermarket automotive industry, our vision is clear: to stand as the epitome of excellence by consistently delivering top-tier services, offering a comprehensive range of products, and being the ultimate choice for our valued customers.

For over three decades, Neweast General Trading has remained dedicated to providing the finest automotive spare parts, competitive pricing, and exceptional customer service within the aftermarket sector. Today, we proudly rank among the foremost automotive parts distributors on a global scale. Our unwavering focus on meeting customer needs shines through our extensive selection of high-quality auto parts, our commitment to building strong client relationships, and our industry-leading warranties.

As we forge ahead, Neweast General Trading is dedicated to pioneering progressive approaches in our operations, aiming to influence the world and make it a better place positively.

*Ahmed Juma Ahli*



# OUR LEADERSHIP TEAM



**Ahmed Juma Ahli**  
Group CEO



**Saeed Juma Ahli**  
Chief Executive Officer UAE



**Henry Shaaya**  
Group Managing Director



**Hamad Juma Ahli**  
General Manager



**Nantha Kumar**  
Head of European Division  
CEO - Oman



**Abdulaziz Alshehri**  
General Manager - KSA

## Our Mission



### 1. *High Values*

Rooted in strong principles and dedicated leadership, we strive to build on the foundation established by our founders. Our commitment is to enhance productivity and deliver high-quality, value-added services.



### 2. *Social Responsibility*

We conduct our business with integrity and ethics, aiming to earn trust among our valued customers, dedicated employees, and the broader community.



### 3. *Commitment*

Our customers are our top priority. We pursue excellence through integrity, honesty, and continuous improvement to meet their needs.

## Our Vision

We aim to be a customer-centric organization, maintaining our status as a premier supplier of genuine Asian-manufactured automotive spare parts in local and international markets. Our goal is to evolve into a comprehensive, one-stop distributor that supports dealers in growing their businesses.





## Fueling Automotive Success Since 1992 Neweast General Trading

For over three decades, Neweast General Trading has been a driving force in the automotive industry, catering to the needs of businesses since 1992. As the United Arab Emirates' premier importer and distributor of aftermarket automotive parts, we take immense pride in our role as industry leaders.

We are also honoured to be an esteemed member of the Auto Parts APMG, a respected organisation dedicated to certifying and fostering a supportive community for Auto Parts Merchants in Dubai.

At Neweast Group, people are the heart of our operation. We are unwavering in our commitment to investing in our highly skilled team, ensuring continuous progress for our organisation and enabling us to meet the evolving demands of the automotive aftermarket.

## Facts

**Extensive Inventory:** With over 70,000 automotive parts for vehicles spanning 230+ renowned brands, our warehouse spans an impressive 52,000 square meters. We proudly maintain one of the UAE's most expansive aftermarket parts inventories.

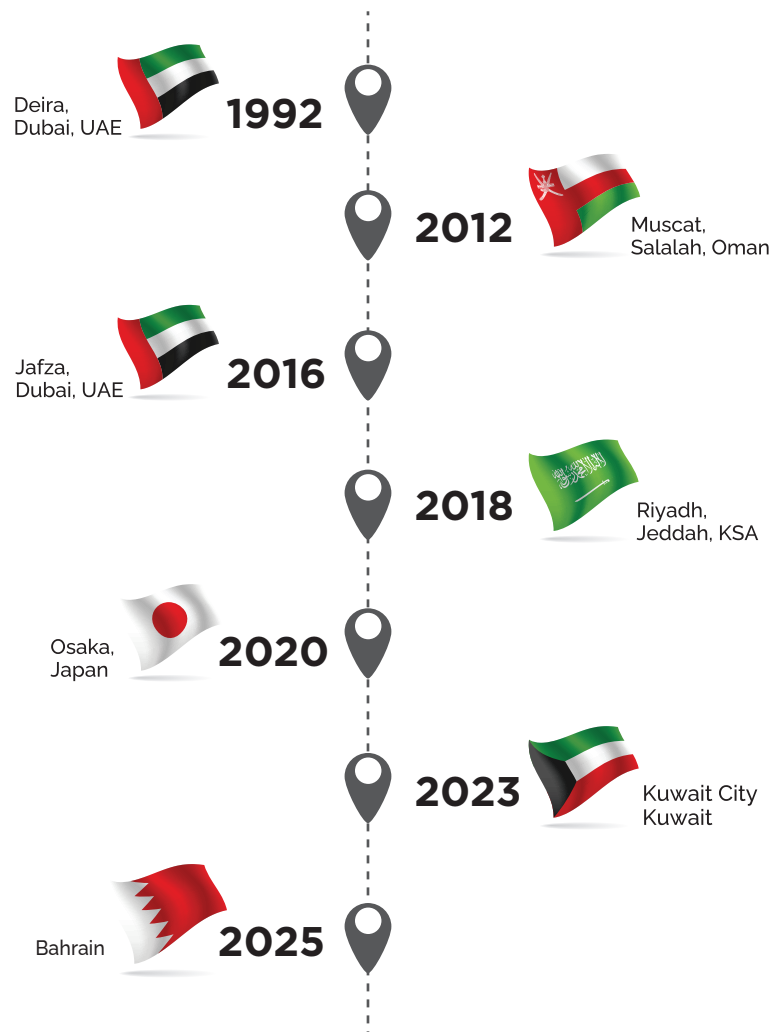
**Exceptional Service:** Our highly trained and skilled team is committed to delivering outstanding customer service, ensuring your satisfaction at every step.

**Global Reach:** Whether in the UAE or anywhere globally, we offer seamless delivery services for your convenience. We facilitate both domestic and international shipments daily.



Excellence defines our company, setting us apart as industry leaders. Our relentless pursuit includes a commitment to zero lost sales and zero late deliveries for each valued customer. Our dedicated team, the backbone of our business, comprises highly motivated individuals passionate about their work, mainly when delivering genuine customer support.

## OUR HISTORY



## 'Zero Waste'

We are committed to offering all our customers equal opportunities, always prioritising their best interests. Furthermore, our growth strategy is firmly rooted in a proven outcome of 'zero waste,' signifying zero lost sales and zero late deliveries. This hallmark approach distinguishes us as industry leaders and serves as the trademark of our company.

# Milestone 2024 - 2025

## Exciting Developments Ahead

As we look forward to 2025, Neweast is proud to announce significant milestones that will enhance our presence and service capabilities in the region.

### Neweast ISUZU Opening in KSA 2024

We are thrilled to expand our footprint with the opening of Neweast ISUZU in Saudi Arabia. This new location will allow us to better serve our customers with a wider range of ISUZU trucks, maintenance and spare parts and unparalleled support.



### Oman Showroom Opening 2024

In Oman, we are set to unveil our latest showroom, showcasing our extensive selection of automotive spare parts. This state-of-the-art facility will provide customers with easy access to high-quality products and exceptional service.



### Jafza Warehouse Launching in 2025

Looking ahead to 2025, we are excited to announce the upcoming launch of our Jafza Warehouse. This strategic facility will enhance our distribution capabilities, allowing us to streamline operations and improve delivery times across the region.



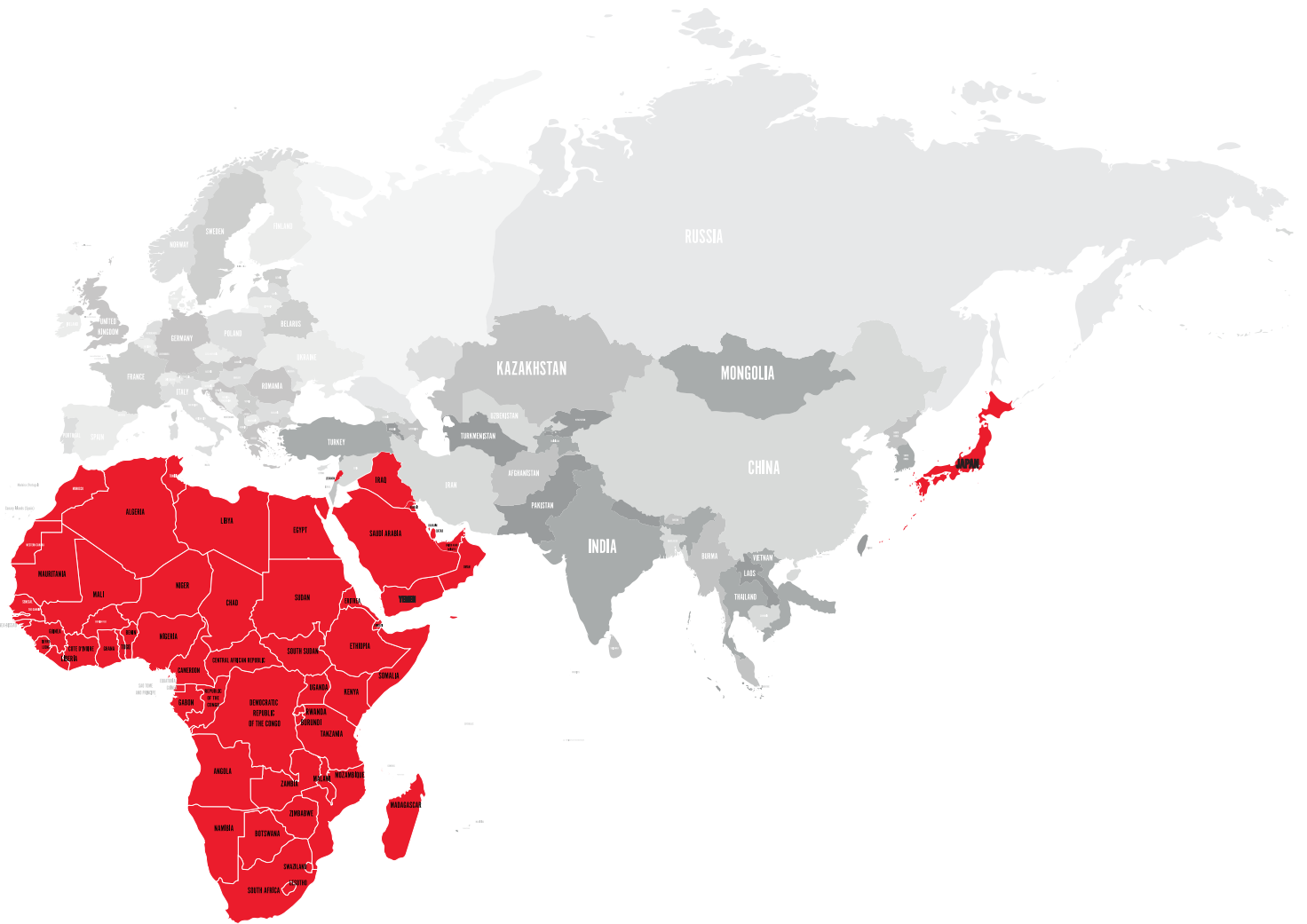
### Bahrain Showroom Opening - 2025

In addition, we are preparing for the opening of our showroom in Bahrain, further strengthening our commitment to providing top-tier automotive solutions in the Gulf region.

These milestones mark a new chapter for Neweast, as we continue to grow and innovate, ensuring we meet the evolving needs of our customers. Stay tuned for more updates as we embark on this exciting journey!



**Our Operations**  
**Our Reach**  
Neweast General Trading



**We are the leading exporters  
of automotive spare parts to  
many countries worldwide.**

Partnership

## Best of Two Worlds for a New Future

**NEWEAST**<sup>™</sup>  
Beyond Genuine

**AISIN**

In a remarkable union of two industry giants, the Neweast General Trading and the Aisin Group, renowned masters of their respective crafts in spare parts, have joined forces with a shared vision for the future. This extraordinary partnership is necessary in today's dynamic automotive landscape, where their unrivalled manufacturing expertise and unwavering commitment to customer support promise to make a lasting impact.

As prominent players in the automotive industry, Neweast and Aisin are harmonising their technological prowess to elevate spare parts production. Each group leverages its specialised knowledge to collaboratively craft sophisticated automotive components for the market. A cornerstone of this partnership is their wealth of experience in mobility and sustainability, values cultivated over years of dedicated business practice. The Neweast and Aisin Groups proudly endorse the responsible use of clean energy in all their future automotive endeavours.

This partnership also fosters a culture of collaboration, sparking spectacular innovations to revolutionise the automotive spare parts industry. The hallmark qualities of both groups, including stringent quality control and unwavering commitment to customer satisfaction, form the bedrock of their partnership. Client contentment and employee well-being drive their shared quest for excellence in manufacturing.

The collaborative efforts of Neweast and Aisin will usher in a new era in the automotive industry, pioneering innovative technological advancements in spare parts manufacturing, distribution, and operational practices. Together, they stand as a vanguard, poised to transform the industry and redefine the standards for spare parts excellence.

"In recent years, we have diligently nurtured our unique cultures and harnessed our strengths to achieve shared advantages. Today, our partnership with Aisin is propelling us forward, hastening the transformation of the aftermarket industry for Asian spare parts. This endeavour aims to deliver heightened value to our cherished customers, dedicated team, and esteemed stakeholders," explains Ahmed Juma Ahli, Group CEO of Neweast General Trading, when discussing the partnership with Aisin.



**NEW EAST™**  
Beyond Genuine

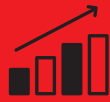
**ISUZU**



We are proud to enter the Saudi market to enhance our investments, as it provides promising growth opportunities. We are committed to offering ISUZU services with global standards, ensuring that our constructive partnership aligns with Saudi Arabia's Vision 2030.

Here, where technology meets quality, the strategic partnership between "Neweast" and "ISUZU," two leading names in the automotive industry, opens new horizons, reflecting our unwavering commitment to always delivering the best.

On an area of 8,060 square meters, "Neweast" stands as the official distributor of ISUZU vehicles in Saudi Arabia, with a modern design that serves as a comprehensive hub.



Sales



Spare Parts



Maintenance



After Sales

We race against time to always remain the best.









## Get in Touch

### New East General Trading LLC (Showroom)


 New East Building, Behind Twin Tower  
Al Maktoum Road, Baniyas, Dubai  
United Arab Emirates

 +971 4 228 1466

 [info@neweast.com](mailto:info@neweast.com)

 [www.neweast.com](http://www.neweast.com)

### New East General Trading FZCO (Corporate Office)

 Plot No.S21006, JAFZA South,  
Jebel Ali, Dubai, United Arab Emirates

 +971 4 881 1195

 800 639 3278

 [info@neweast.com](mailto:info@neweast.com)

 [www.neweast.com](http://www.neweast.com)

### Muscat Office, Oman


 Al Baladiya Street, Muscat, Oman

 +968 9207 5002

 [salesoman@neweast.com](mailto:salesoman@neweast.com)

 [www.neweast.com](http://www.neweast.com)

### Jeddah Office, KSA


 Al Amal Street, Al Naim District  
Jeddah, Kingdom of Saudi Arabia


 8001000413

 [sales@isuzu.sa](mailto:sales@isuzu.sa)

 [www.isuzu.sa](http://www.isuzu.sa)

### Osaka Office, Japan

 3-4-5, Kita-ku Umeda,  
Osaka City, 530-0001 - Japan

 +81-6-6867-9405

 [sales@neweast.com](mailto:sales@neweast.com)

 [www.neweast.com](http://www.neweast.com)