



# Al Futtaim Motors

Leading the Automotive Industry

Al-Futtaim Motors was established in 1955 and is the exclusive distributor of Toyota, Lexus, Hino trucks and Toyota Material Handling equipment in the UAE



**I**n 2015, Al-Futtaim Motors celebrated its 60th anniversary in the UAE. With almost 3,000 employees across the UAE, Al-Futtaim Motors is one of the largest automotive companies in the region, built on the principles of transparency, engagement, and integrity towards its customers and associates. their mission is - To be the automotive company of choice by providing value based customer experiences, enabled by an empowered and engaged workforce.”

This year marks six decades of Al-Futtaim Motors. Since its inception, Al-Futtaim Motors has touched the lives of almost every citizen and resident in the UAE, beyond the mobility services it offers. They are the icons of the industry.

Together with their partners they have been actively involved in spreading awareness of safety and sustainability, while working vigorously to empower members of the community in the UAE

Their contribution to a safer community extends beyond offering the most durable and reliable cars which feature the best safety technologies. It means actively engaging our partners from the UAE Government, our customers and the wider public in conversations, initiatives and campaigns to increase their awareness and commitment towards safer mobility.

This ethos is reflected in several initiatives undertaken both in partnership with UAE Government authorities and independently as a socially responsible company.

They have long taken a strong public stance against counterfeit practices, through continuous dialogue with the relevant authorities and conducting frequent training programmes for customs officials to help them discern the difference between genuine and fake car parts.

They have also organised a number of educational off-road safety programmes aimed at raising awareness about safe driving off-

road and on desert terrains. These programmes tackle off-road recovery and usage of different rescue equipment, in addition to desert etiquette and environmental ethics.

Because they believe that safety extends beyond the car itself, we have been involved in spreading the message about a safer community through our partnership with Dubai Police, as sponsor of the Sports VS Crime conference for the past two years.

A prime example of Al-Futtaim Motors’ commitment to sustainability is the joint initiative between Al-Futtaim Motors and Dubai Taxis with the introduction of a hybrid fleet of taxis, which has drawn a favourable response from the private sector, with a further order of a hybrid Toyota fleet by Cars Taxi for its Dubai and Abu Dhabi operations.

In line with the UAE Government’s nationwide Emiratisation drive, Intilaq, Arabic for ‘launch’, was introduced by Al-Futtaim in 2011. The programme aims to nurture Emirati graduates after completing their formal education and has been designed to support their development and enhance their skills and performance, combining personal development paths with practical on-the-job experience. After 19 months of placement, the successful Emiratis who have completed Al-Futtaim’s Intilaq programme will be offered a management position within an Al-Futtaim group company, where they will be able to utilise their skills and further build their career.

One of Al-Futtaim Motors’ ideals is to empower our internal and external stakeholders to deliver their best and benefit the communities in which they operate.



## CERTITUDES

- The company operates a large network of showrooms and service centres, offering world-class service at every touch point of the customer journey.
- Al-Futtaim Motors is the largest company within Al-Futtaim Automotive group, whose vision is to be the automotive company of choice, by providing value-based customer experiences, enabled by an empowered and engaged workforce.

## BEACON OF TOMORROW

- Today, Al-Futtaim Motors is the largest distributor of automobiles and automotive products in the UAE.
- It leads the rapid development of the nation’s automotive industry, whilst significantly contributing to its Principals’ worldwide growth.