



Riyadh plug-in electric vehicles phev

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Demonstrating its commitment to the Saudi sustainability transition, Al-Futtaim Electric Mobility Company has pledged to introduce a full line-up of New Energy Vehicles (NEVs), represented through the variety of electric and hybrid vehicles displayed in the landmark new showroom.

This pledge also aligns with Saudi Vision 2030 and its sustainability goals to improve air quality in the Kingdom by reducing CO2 by 3-6% and increase Riyadh's oxygen rates while reducing temperatures in the capital by 1.5 to 2 degrees.

The Riyadh showroom is designed to be more than just a vehicle display center; it is an interactive environment where customers can learn about BYD's technology, including battery innovations, energy management, and the sustainability benefits of EVs and PHEVs.

The grand opening event included demonstrations, test drives, and interactive sessions, allowing guests to experience the sophistication and performance of BYD vehicles firsthand. For more information, please visit

The world's #1 selling New Energy Vehicle (NEV) manufacturer, BYD, brings its internationally acclaimed line-up of all-electric and plug-in hybrid vehicles to the Showroom & Discovery Center in Al Ghadeer District

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Hasan Nergiz, Managing Director at Al-Futtaim Electric Mobility Company, emphasized the strategic importance of the new BYD showroom, stating: "In a nation full of young, tech-savvy, mobile customers with a first-adopter attitude, we are confident the BYD models will definitely strike a chord and set the prologue to a successful story of mass electric adoption. As per our Ipsos study, nearly 62% of the Saudi customers instantly liked the advanced tech and futuristic design of BYD - "a smartphone on wheels".

The new BYD Showroom & Discovery Center in Riyadh marks a cornerstone in this journey of bringing sustainable mobility closer to these audiences. This center not only allows us to showcase the cutting-edge technology of BYD but also serves as a hub for educating and engaging with customers about the benefits of EVs and PHEVs.

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Established in the 1930s as a trading business, Al-Futtaim Group today is one of the most diversified and progressive, privately held regional businesses headquartered in Dubai, United Arab Emirates.

Structured into five operating divisions; automotive, financial services, real estate, retail, and health; employing more than 33,000 employees across more than 20 countries in the Middle East, Asia, and Africa, we partner with over 200 of the world's most admired and innovative brands.

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