BORN WITH AN INSPIRATION TO CONSTANTLY INNOVATE

نشأنا ملاءمين للسعي باستمرار إلى الابتكار

داموزراين له ركناه همراه وذكريات شانه باردهوام و بنو و جلد به دهیاناته زیاتر
ABOUT US

Sardar Group’s history dates back to the early 1970’s in Kirkuk city when Al-Haj Hussien Al-Bebany the founder of the business had a vision far ahead of his time that started from simple trading of transportation vehicles.

During the early 1980’s the business shifted to car trading; Sardar Cars became the most known name throughout Iraq after the business had moved to Baghdad in the 1990’s building the largest covered Car Showroom in Iraq.

With more than 30 years of rich experience in the automotive sector, Sardar Group became the leading group in the Automotive Sector in Iraq. The intricate knowledge of the Iraqi market helped import, stock and sell the right brands, types, and models, while the excellent reputation, track record and credibility have helped growing the business times over since the year 2003.

Since 2005 with a desire to move from Automobile Trading to providing its customers with all-round Automotive Solutions, Sardar Group started utilizing the synergies of its existing operations to diversify its automotive business activities to include Trading, Leasing of Vehicles, Equipment & Machinery and most importantly Aftersales Service Support.

Today, Sardar Group represents world-renowned automotive brands and heavy construction equipment & machinery exemplified in the worldwide brands.
BOARD MEMBERS

Al-Haj Hussien Al-Bebany
(Honorary Chairman)

Saman Hassan Al-Bebany

Sardar Hassan Al-Bebany
Chairman & CEO
President, Toyota Iraq

Shamal Hassan Al-Bebany

Salar Hassan Al-Bebany

Sarwar Hassan Al-Bebany
KEY PERSONNEL | As of January 01, 2017

Abdulhameed A. Hardan
General Attorney & Legal Advisor

Ranajit Sengupta
Sardar Trading Agencies
Acting General Manager

Masahiko Taniguchi
Sardar Group General Manager
and Assistant CEO

Waleed Al-Hakeem
Sardar Auto Erbil General Manager
Be-Hawta General Manager
Tao Auto Deputy General Manager

Vijay Kondepudi
Sardar Group Chief Financial Officer
and Head of Shared Services

Naseer Sadeeq
SAS Deputy General Manager

Hayman Sardar Al-Bebany
3rd Generation
Sardar Group Corporate Planning Manager

Rawand Khaled
Sardar Machinery Deputy General Manager
"Born with an inspiration to constantly innovate, we strive to blend our local expertise with international functionality, as we believe that things can, and will, only get better; our mission is to serve the local community in Iraq to always introduce international products that will contribute positively towards the betterment of the people's lives and their way of living"

Chairman & CEO
Sardar H. Hassan
CORPORATE VISION OF SARDAR GROUP

Sardar Group strives to build a sustainable growth conducive to be the leading company in the Iraqi market.
Sardar Group observes the laws and legislations of the Republic of Iraq and KRG through carrying out world-class business practices and will do its best to satisfy its stakeholders.
Sardar Group believes in contributing to the Iraqi society at large through its continuous business development.
Sardar Group is born with an inspiration to constantly innovate. Sardar Group strives to blend its local expertise with international approaches.
Sardar group will always deal humanely with all people from all backgrounds and communities.
Sardar Group respects its employees and provides them the opportunity to build up their skills through the corporate business, training and education.

OUR GLOBAL NETWORK

SARDAR GROUP’S GLOBAL NETWORK SPANS ACROSS IRAQ, JORDAN, UAE AND AUSTRALIA WITH PLANS OF EXPANDING TO ADDITIONAL MARKETS IN THE NEAR FUTURE
Al Sardar Group is the main body and Headquarter to all Sardar Group Companies. Al Sardar Group paves the way for all Sardar Group companies global strategies and corporate planning while ensuring cohesiveness between all companies and staying true to Al Sardar Group’s Mission Statement. Al Sardar Group manages all aspects of future projects from inception and project planning until the start of the operations.
Our future project called O Mo Te Na Shi Complex or “sincere hospitality to all” will be one of the largest projects in Kirkuk that will include Toyota and HINO Facilities offering 400 employment opportunities to the people of the city.
SARDAR GROUP TOTO BUSINESS VISION

We, Sardar Group would like to contribute to Iraqi society by improving the situation of sanitary standard in Iraq through introducing the most advanced Japanese technology and concepts To. do this, we became a distributor of TOTO Japan.

We would like to introduce most advanced technology of Japanese products, in order for Iraqi people to touch and feel the technology at a world class level.

At the same time, we are focusing on the persons who are aged, sick, pregnant, have handicap and women to support their easier and healthier daily life through the products of “Washlet.”

By the initiative of woman and children at home, we would like to create new sanitary standards that are human and environmentally friendly. This synergy effect between man and nature will help to improve the global-social standards in Iraq.

JAPANESE TECHNOLOGY TO MOVE YOU
In Commemoration of the First Distributor Agreement
Toyota Al Iraq Company for Trading and Services of Vehicles Ltd. – Toyota Motor Corporation
May 16, 2016

On March 2016, the Toyota Motor Corporation appointed Toyota Iraq as the exclusive distributor of Toyota products in Iraq. Toyota Iraq was formed as a joint venture between Sardar Group and Sumitomo Corporation, one of the leading companies in Japan and the World.

Vision
We aim to make as many Iraqi people to feel happiness and enjoyment by providing” driving life through Toyota Vehicles.

By growing to be the leading company in Iraq automotive industry, we contribute for a sound and sustainable development of motorization in Iraq through our corporate activity.
Exclusive Distributor Agreement for Iraqi market signed between HINO MOTOR Japan and Toyota Iraq

October 14, 2016
At HML Head Office
OFFICIAL DEALER OF TOYOTA IN IRAQ

VISION
To be “Number One” in the Iraqi Automotive field by providing the demanded range of Toyota vehicles and variety of comprehensive services of impeccable quality.

MISSION
- Listen sincerely with respect to customers and stakeholders
- Promote customer centric approach from the view point of After Sales
- See sales growth through customers’ life-long loyalty and referrals
- Provide sufficient information, disclosure and respond promptly and honestly to all stakeholders
- Be an important part of the Total Toyota Quality Concept Chain
- Contribute to the local community by being active participant
- To import officially approved Toyota vehicles into the Iraqi market with 3 years or 100,000 km warranty or whichever comes first
- To provide a range of Toyota’s Official Genuine Parts
- To provide quality services presented by Toyota Certified Technicians
ABOUT SAS

SAS Showrooms provide a warm and friendly atmosphere with highly trained and experienced staff. Our customer oriented approach provides all the information to our customers in order to make the right choices when deciding which Toyota will suit their needs. Our showrooms are equipped with a variety of Toyota models; whether you are looking for a 4x4 Off Road type of vehicle or an eco-friendly family sedan, with over 30 to 50 vehicles on display, our customers have many options in choosing the right one for them.
Our Service Centers offer the best in automotive services to our customers. Our State-of-the-Art facilities feature the most current diagnostic and repair equipment available and our highly skilled Factory-Trained Technicians will deliver efficient, quality vehicle care. We are dedicated to maintaining top tier customer service for both new and existing customers. Allow our staff to demonstrate our commitment to excellence.
- Toyota Authorized Auto Service with Toyota Certified Technicians
- Nationwide 6 months or 10 000 km (whichever comes first) warranty on spare parts and labor work
- All types of services and preventive maintenance
- Service History
- Scheduled services with dedicated staff to remind customers of periodic services requirements
- 24Hours Roadside Assistance
- Express Services
- Customer Lounges with refreshments and free Wifi for customers
- Interior Protection – protecting your car from dirt and dust while servicing vehicle
- Quality auto body service at several service centers across Iraq
- No hidden fees
- Call Center / CRM / Service Reminder
Sardar Trading Agencies (STA) were appointed the exclusive importer of Jaguar and Land Rover vehicles for Iraq and Kurdistan Region in 2010. Since that time STA has already supplied more than 5,000 vehicles to citizens of Iraq.

Sardar Trading Agencies currently have three facilities in Kurdistan (Erbil, Sulaimaniyah and Duhok), all offering Sales, Service and Spare Parts. In Baghdad we operate two showrooms in Al-Mansour and Karrada, and a dedicated Service and Spare Parts facility in Al-Wareej. All our staff are trained to Jagur Land Rover standards, ensuring both you and your vehicle are given the very best attention at all times, no matter which location you visit STA fully believe in the vision of both Jaguar and Land Rover.

Jaguar – “To create the world’s most instinctively rewarding performance cars Land Rover – “To be the world’s SUV brand of choice, both today and tomorrow”.

Since STA began operating it has set new standards for the retailing of premium brands vehicles in Iraq. We have invested in the both quality of our premises, and our staff. STA offers the full range of vehicles available from Jaguar and Land Rover. Land Rover (including Range Rover) is currently market leader in Luxury Sports Utility vehicles, whilst Jaguar offers a range of Luxury performance vehicles unmatched by any other brand in the market.
For customers who wish to purchase a used Jaguar or Land Rover, STA offers the reassurance that all pre-owned cars are authenticated and prepared to Jaguar or Land Rover standards to ensure full peace of mind. You can browse our nationwide database reassured that every vehicle has been thoroughly checked and prepared by our factory trained technicians.

In the knowledge that premium products demand a more “exacting” level of service and repair; one that matches the luxury and performance that our vehicles possess; Sardar Trading Agency staff have and will continue to strive to deliver an outstanding customer experience that not only matches but exceeds the expectations of all customers.
Be-Hawta Company for General Trading, a subsidiary of the Sardar Group, is the official distributor of Polaris products in the whole of Iraq. Polaris Iraq has been doing business in the country since 2013, and has since then achieved rapid growth.

Worldwide the Polaris brand is associated with premium off-road vehicles that have become synonymous with adventure and passion, fueling a drive to experience exhilarating performance in the freedom of nature. Polaris has however adapted to the change of times and has heeded to the needs of an ever growing customer base. Its entrepreneurial flair and 450 men strong engineering team see it constantly develop and launch ground breaking products. It expanded from a primarily leisure offering into the commercial and military worlds with great success. Polaris products are sold and represented in more than 100 countries and served by a work force of more than 8,000 people.

Following internal development and international acquisitions, Polaris Industries currently offers a range of vehicles in the categories of off-road vehicles (RZR, Ranger, Sportsman, General), On-road vehicles (Indian Motorcycles, Victory Motorcycles, Slingshot), Snowmobiles, Generators, Electric vehicles (GEM & Goupil) as well as Commercial and government (MRZR, Sportsman MV and Brutus). In addition it sports a wide range of apparel and accessories for all of the above products.
Be-Hawta Polaris Iraq has its headquarters in Erbil - KRG, with branches in Baghdad and Sulaymaniyah. It also has representation in Duhok and Basrah through its sister companies. It currently sells and maintains mainly all-terrain vehicles, i.e., Oulaw for the youth, RZR, Ranger and Sportsman models, as well as military vehicles (MRZR & Sportsman MV) and electric vehicles (GEM & Goupil). The future product serving will be adjusted according to circumstances in the country.

**Life’s out there...**
**go and grab it in a Polaris of choice!**
Sardar Auto was established in 1970's. Since then, Sardar Auto has been a leading trader in the Automotive Industry by providing multiple functions in the Automobile Trading Sector. Today, Sardar Auto is migrating from its traditional business model of New Car Trading to “Value Chain” and will continue to play an essential part of Sardar Group.
KNOW THE PEOPLE, KNOW THE MARKET
Sardar Automobile & Machinery Trading Company Ltd. (Sardar Machinery) was founded in 2008 as part of Sardar Group. Sardar Machinery is the exclusive dealer for the Swedish Company, Volvo Construction Equipment, and the Korean Company, Doosan forklifts. In addition to that Sardar Machinery supplies all types of special purpose vehicles SPVs.

VISION
To challenge the market with superior products that exceed customers’ expectations by delivering high quality products and excellent high value after sales services during the ownership period leading to solid success of the customer operation.

MISSION
Providing a high quality products and incomparable after sales services, while striving to meet our customers’ needs of having an excellent product for the value of their investment.
Sardar Machinery is the official HINO Truck Dealer appointed by Toyota Iraq, Hino Division. Sardar Machinery provides also Hino Quality Service (HQS) to our esteemed customers.
TAO AUTOMOTIVE AND SPARE PARTS TRADING CO

Tao Automotive and Spare Parts Trading Co. (Tao Auto) was founded in 2012 as part of Sardar Group. Tao Auto became the sole distributor for Whole Iraq for Shantui Construction Equipment in 2013 and Exclusive dealer for Volvo Penta engines and spare parts in Iraqi market.

- Quality facilities for Shantui & Volvo Penta Sales
- Well trained manpower for Shantui & Volvo Penta
- Manufacture warranty in line with Shantui standards & Volvo Penta standards
- Shantui’s & Volvo Penta genuine spare parts
- Shantui & Volvo Penta after sales quality services

OUR VISION
Challenging the market with superior products and services that exceeds customer’s expectations, leading to solid success.

OUR MISSION
Providing high quality products and second to none after sales services whilst continuously striving to meet the needs of our customers for having an excellent value for the money.
Tao Auto appointed as the dealer in whole Iraq for Volvo Penta, The Swedish Company is world leading supplier of engines and power systems for marine and industrial applications.

All Volvo Penta team efforts strive to give the customers the right product, with high quality. They work with a deep commitment to safety and environmental care.
Sardar Investments Pty. Ltd, a part of Sardar Group is pleased to announce the signing of a management agreement with Swiss-Belhotel International for the management of a 4 star international hotel in Erbil.

Erbil, a historical city (6000 BC) and the capital of Kurdistan - Iraq, is home to a large number of international companies, government departments and the landmark "Citadel of Erbil" as well as Iraq's most luxurious shopping malls and other shopping areas which makes the city appealing to both business and leisure travellers.

Swiss-Belhotel Erbil is located less than 5 minute drive from Erbil International Airport and in close proximity to the Central Business District, Erbil International Fair Ground, Martyr Sami Abdul Rahman Park, Citadel of Erbil as well as Majidi Mall and other major shopping areas.

The hotel offers 108 well-appointed deluxe guestrooms and suites as well as an all-day-dining restaurants, indoor and poolside bars, lobby and rooftop shisha lounge, deli, 300 sqm meeting room space, business centre with internet access, boutique and travel agency.

Recreational facilities include a swimming pool and state of the art 285sqm spa and fitness centre including treatment rooms, hammam and sauna.

Also Swiss-Belhotel offers Trader Vic's Worldwide an international established restaurants and lounges. Trader Vic's Worldwide is an internationally established family of restaurants & lounges and Home of the Original Mai Tai.
ERBIL INTERNATIONAL EQUESTRIAN CLUB

Sardar Trading Agencies, the exclusive agent in Iraq for Jaguar Land Rover sponsored the first horse jumping competition at the Erbil International Equestrian Club.

AMERICAN UNIVERSITY OF KURDISTAN

Contributing to the “Support of Yazidi Women” Center.

The American University of Kurdistan
AUK Foundation

Dear Shala Hassan,

This letter comes first and foremost simply to thank you for your very generous contribution to the American University of Kurdistan Foundation. As you are aware, your donation is being put to extremely good use in funding a number of important ongoing initiatives, and in particular the creation of our center in support of the Yazidi women who have been rescued from captivity at the hands of ISIS. Ensuring equal access to educational opportunities for women is one of the core objectives of our institution, and your support will help to make this a reality for a significant number of individuals who have suffered so much in the ongoing conflict situation.

Thank you also for meeting with us recently to discuss the American University of Kurdistan and the particular initiatives which the University Foundation is currently working towards. It was fantastic to have the opportunity to talk with you, face to face, about the progress which we have made so far in establishing our University, and especially about some of the projects that we have planned for the future. These are exciting times, indeed, for all of us in Kurdistan. The opportunity to create a world-class University at the heart of our troubled region, and therefore transform the lives of so many young people, is very dear to all of our hearts. I very much appreciate the fact that you were able to find time in your crowded schedule to meet with us, and it was great to hear your early thoughts on this matter. Of course, it would be splendid if we were possible to talk further about ways in which you might support our endeavors in future and I will certainly be in touch again.

Please do not hesitate to reach out to the Foundation Office yourself in the meantime if you have any questions at all, or suggestions.

Yours with every good wish,

[Signature]

Chairman of American University of Kurdistan
SOCIAL CONTRIBUTIONS AND ENGAGEMENTS

At Sardar Group we don’t only focus on our obligations to fulfill customer’s needs, but also take a responsible role in our community.

SAKURA TREE 2015
To bring cultures together, we exclusively introduced the Japanese national breathtaking tree, the Sakura tree to Iraq.

SAS DREAM CAR CONTEST
Toyota Dream Car Art Contest has been conducted as part of Toyota Motor Corporation social contribution initiatives. It gives children throughout the world the opportunity to develop an interest in cars and helps them feel the joy and importance of having a dream. The 9th Annual Dream Car Art Contest was held for the first time in Iraq in 2015 also in 2016 and 2017.

DON’T DRINK AND DRIVE
Sardar Trading Agencies launched a program to encourage consumers not to mix drinking and driving. Improving road safety, public awareness and responsible drinking habits amongst people.

DRIVE FOR GOODNESS
The Sardani Xer or in other words “drive for goodness” is an initiative led by Sardar Trading Agencies in collaboration with Land Rover Jaguar aimed at providing less fortunate people in districts of Iraq with food parcels for the Holy Month of Ramadan.
SAKURA PARK | 17/12/2016

As a social contribution from Sardar Group, for the 2nd year in a row, 200 Sakura trees have been brought from Japan to Iraq. This year, the Sakura trees came from the ancient capital of Japan known as Kyoto in hopes to be planted in public areas for the people to enjoy. From the 200 Sakura trees, 50 of them will be planted in Sakura Park which covers an area of 10,000 m² and is located on the Airport Street near the Toyota SAS Showroom.

This act of friendship between Japan and Iraq began last year in December 2015, by bringing the first 200 Sakura trees to Iraq for the very first time. Sakura Park will be opened in resemblance to the friendship tie and in memory of our noble Peshmerga fighters, as the Sakura Tree is nationally tied to brave Samurai spirit of Japan.
### CONTACT US

**Sardar Group**
- Baghdad, Al Mansour St., Next to Al-Dragh Mosque,  
  +964 (790) 190 9323
- Baghdad, Al Mansour, Al-Amirat St., Quarter 601, Alley 18, House 8  
  +964 (790) 190 9323
- Erbil, Gulan St  
  +964 (750) 125 6666

**SAS Automotive Services**
- SAS Baghdad  
  Service: +964 (780) 150 8882  
  Showroom: +964 (780) 540 0555
- SAS Basra  
  Service: +964 (780) 150 8881  
  Showroom: +964 (750) 568 8888
- SAS Erbil  
  Service: +964 (750) 856 8882  
  Showroom: +964 (750) 541 1111
- SAS Sulaimaniyah  
  Service: +964 (770) 449 8882  
  Showroom: +964 (750) 563 3333
- SAS Dohuk  
  Service: +964 (750) 856 8881  
  Showroom: +964 (750) 352 2222

**SARDAR TRADING AGENCY**
- Baghdad, Mansour, Mansour, facing Red Crescent Hospital  
  Showroom: +964 (780) 080 4444
- Baghdad, Aweireej, Hillah Road  
  Service: +964 (780) 080 4444
- Erbil Showroom, Gulan Street  
  Service: +964 (750) 710 4444  
  Showroom: +964 (750) 491 6666
- Sulaimaniyah Branch, Salem Street  
  Service: +964 (771) 445 4444  
  Showroom: +964 (771) 445 4444
- Duhok Branch Barzan Street, facing Asayesh Headquarters  
  Showroom: +964 (750) 515 4444

**Sardar Automobile Machinery Trading Company Ltd**
- Baghdad, AL Nahda, Showroom City, Al Risafa  
  Showroom: +964 (772) 569 0363
- Erbil, Makhmour Intersection  
  Service: +964 (750) 344 4703  
  Showroom: +964 (750) 344 4702

**Be-Hawta / Polaris**
- Baghdad, Al Mansour St., Next to Al-Dragh Mosque  
  Showroom: +964 (772) 334 1683
- Erbil, Makhmour Road, Next to Pepsi Factory  
  Showroom: +964 (750) 391 1111
- Sulaimaniyah, Salim St., Sardar Group Building  
  Showroom: +964 (750) 511 3333

**TOTO**
- Erbil, Main Office, 100m Street, Located at SAS Automotive  
  Sales: +964 (751) 015 7435
- Baghdad, Showroom, Al Mansour St., beside Dragh Mosque 601/13/20
<table>
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<tr>
<th>Sardar Automobile Trading Co</th>
<th>Iraq</th>
<th><a href="mailto:info@sardarautoiraq.com">info@sardarautoiraq.com</a></th>
<th><a href="http://www.sardarautoiraq.com">www.sardarautoiraq.com</a></th>
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<td>+964 (771) 650 1111</td>
<td></td>
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<td>+964 (750) 445 0436</td>
<td>+964 (66) 253 2352</td>
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<td>Erbil, Makhmour Intersection, Next to Pepsi Factory</td>
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<td>Duhok, Showroom District, Barzan Street 4, opposite 4Stin Group</td>
<td></td>
<td>+964 (750) 391 1111</td>
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<th>Dubai</th>
<th><a href="mailto:info@sardargroupdubai.com">info@sardargroupdubai.com</a></th>
<th><a href="http://www.sardaraudubai.com">www.sardaraudubai.com</a></th>
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<tr>
<td>Block 3, Showroom No. 19, New Auto Market, Al Aweer</td>
<td></td>
<td>+971 (4) 333 0908</td>
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</tr>
<tr>
<td>Ras Alkhor, Dubai, UAE, P.O. Box 294505</td>
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