



CheryVille, an immersive experience, is home to a stunning line-up of Chery Pro 2022 vehicles available exclusively at Chery Alghanim

ALGHANIM AUTOMOBILE LAUNCHES CHERYVILLE, AN ENTIRELY NEW CUSTOMER EXPERIENCE



Kuwait City, Kuwait – December 12, 2021 – Chery Alghanim, an Alghanim Industries company, is showcasing its latest lineup of exclusive Chery Pro vehicles with a new immersive experience. Built to elevate the customer experience in its newly renovated showroom located in Shuwaikh, Cheryville is an experiential, multi-zoned innovative approach. Set up across five distinct zones, CheryVille offers a new customer-centric experience, that showcases Chery Pro 2022 cars available exclusively at Chery Alghanim.

Note that Chery Alghanim is the only dealership in Kuwait that offers 1M kilometer manufacturer warranty.

The new lineup of Chery Pro vehicles on display at CheryVille includes sub-compact models like the Tiggo 2 Pro and Tiggo 4 Pro, the compact Tiggo 7 Pro and the more imposing 7-seater Tiggo 8 Pro - an absolute favorite for the SUV aficionado. The Chery Pro line-up also boasts the unique smart-watch-operated sedan, Arrizo 6 Pro.

“At Chery Alghanim, the customer service journey is an integral aspect of our offering, and we continuously strive to enhance this experience for every single customer who interacts with our brand before, during, and after purchase”, says Muneeb Jamil, General Manager of Chery Alghanim. “We are very excited to welcome our customers to CheryVille where they can interact

with this superb line-up of cars in their natural habitat. We believe that our approach to this enhanced interactive space creatively captures the versatility and adaptability of the collection across different user groups. In today’s evolving consumer environment, every touchpoint matters, and this immersive experience is designed to bring our customers as close to the ownership experience as possible.”

Economic and Commercial Consular at the Chinese Embassy in Kuwait, Mr. Cheng Yongru personally experienced the launch of CheryVille. He was received by President of Automotive, Manufacturing and Engineered Products at Alghanim Industries, Farid Anabtawi, Chief Human Resources Officer, Anas Al-Ateeqi, Senior Director of Corporate Communications Abdullateef Al-Sharikh, General Manager of Chery Alghanim, Muneeb Jamil, and other representatives from Alghanim Industries. In addition, Mr.Zhang GuiBin, President of Chery International also sent a special recorded video call to congratulate Chery Alghanim on this important milestone.

The 1,770 square-meter space distinctly showcases each vehicle, highlighting each car’s unique DNA and enabling interested visitors to visualize and engage with their future vehicle. For example, the game center-inspired Tiggo 4 Pro zone, immerses visitors into the world of video games, which echoes the car’s energetic, agile, “crouching tiger” style. The Tiggo 2 Pro corner features a welcoming coffee-shop ambiance where customers can admire the gorgeous lines of a car that also ranked first among



Chinese brands in small SUVs category, according to the 2021 J. D. Power China Vehicle Reliability Study (VDS).*

CheryVille also has a zone for the Tiggo 7 Pro, a 1.5T 5-seater with a panoramic sunroof, a 12-inch LCD screen and a wireless charger. The Tiggo 7 Pro sits in an environment that cues an “Innovation Center” for executives. The theme for the Tiggo 8 Pro zone is a sophisticated business center for managers. The Tiggo 8 Pro, with its 2.0L and 1.6L Turbo offering, boasts a 3-row seating configuration, 12.3-inch LCD screen and Auto Bi-Zone A/C system. The uniquely designed, etched brown leather seats add a touch of luxury and exceptional comfort.

The Arrizo 6 Pro zone features a trendy concept store environment with displays of carefully curated, exclusive lifestyle products, which evoke the spirit of this unique vehicle. The Arrizo 6 Pro, a perfect blend of elegance and technology, with its dynamic tiger-crouching front design, sunroof, smart-watch technology, elegant dashboard, and innovative 7-theme multicolor ambient lighting.

As a member of the Kuwaiti community, Chery Alghanim will also be utilizing its new space to promote local entrepreneurs by offering them a platform to share their innovative products and ideas. “One of the most fundamental aspects

of the Chery brand is its empowering entrepreneurial character, which we are infusing into our space by inviting aspiring entrepreneurs to celebrate innovation, one idea at a time,” explained General Manager Jamil.

The star-studded launch event saw a multitude of influencers in attendance, including Dana AlOwaisi, Chery Alghanim’s official brand ambassador; TV host and producer, Hamad Qalam, who announced the winner of the Tiggo 2 PRO November campaign; stylist Musaed Al Mutairi; singer Bader Al Shuaibi, the star of the Chery Alghanim TV commercial, who greeted audiences with a live performance; and radio show host, Ousama Fouda, who aired his daily show live from Cheryville.

Apart from 1M kilometer manufacturer warranty offering, Chery Alghanim offers several other advantages with the vehicles, such as a free 50,000 km service, free 5-year roadside assistance, free vehicle registration, and free 3rd party insurance.

For greater customer convenience, Chery Alghanim has two showrooms: one in Shuwaikh and another in Fahaheel. For inquiries, visiting their website: www.cheryalghanim.com.

*Note to editor: For over a decade, J.D. Power China Vehicle Reliability Research (VDS), study quality issues in vehicles with a 13–48-month ownership over six months. J.D. Power is a global leader in consumer insights, advisory services and data and analytics.

