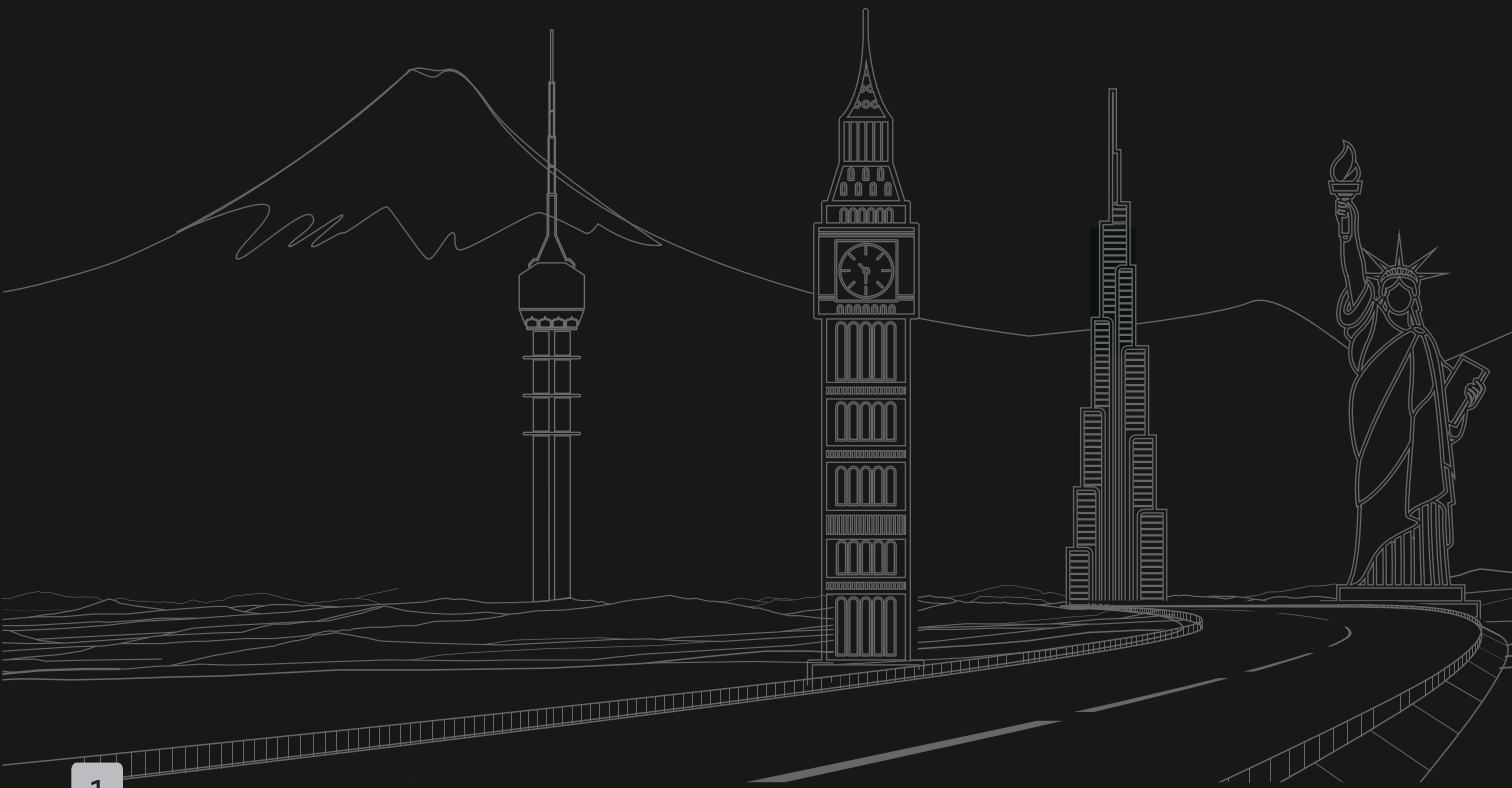




Sardar Group

مجموعة شركات سردار

Born with an inspiration
to constantly innovate

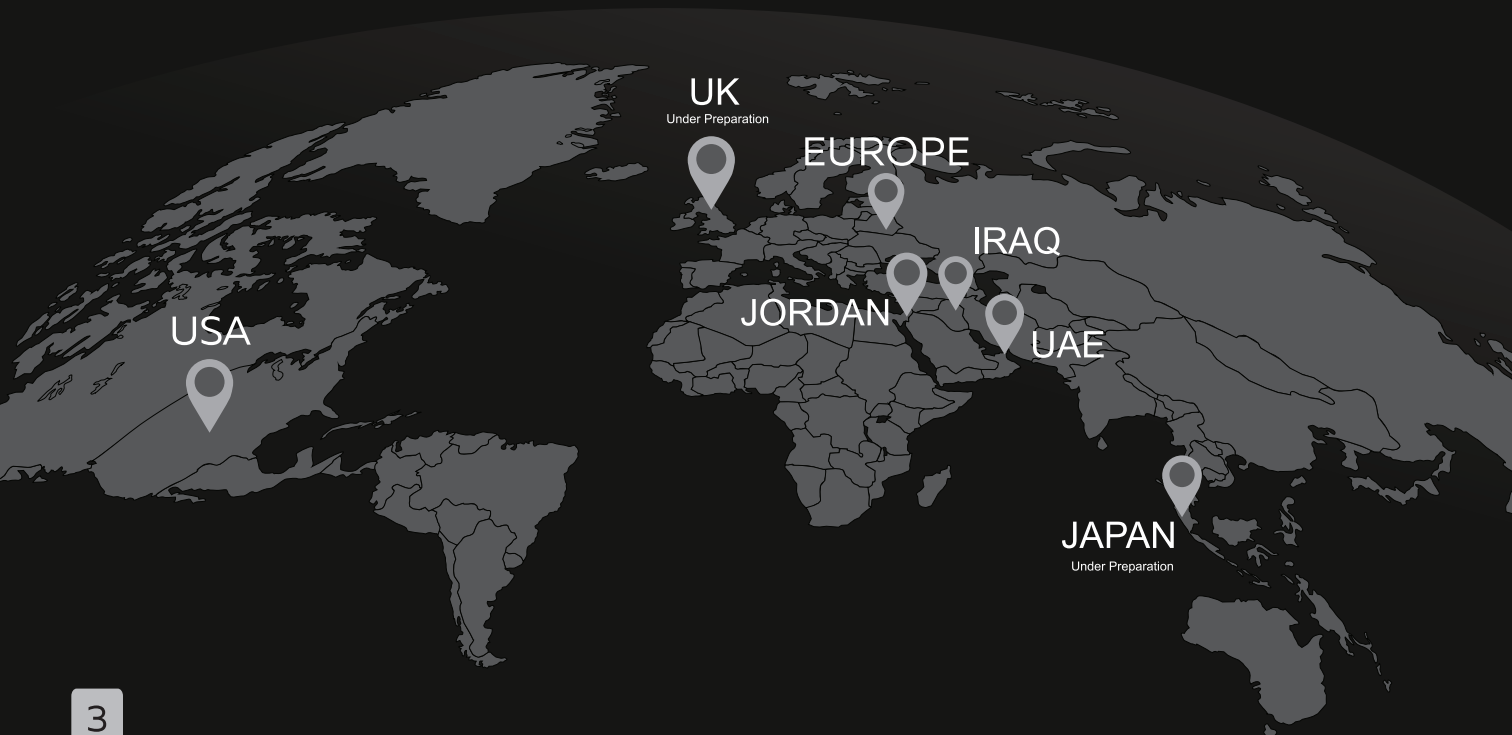


Sardar Group's history belongs to the early 1960s, launched its work in Kirkuk city, the home of Hajj Hussein Al-Bebany, the Group's founder, who had a vision that achieved precedence over competitors in the field, he started vehicles trading modestly, and then was marked and spread locally during the 1980s. This ensured a wider spread, and in the 1990s Sardar entered Iraq's vehicle trading world from the widest gates when he embarked on the vehicle business from a premium location in Baghdad, despite the imperfect circumstances at the time, Mr. Sardar excelled in acquiring the confidence of those interested in the vehicles, securing an important position of the market needs, especially of luxury vehicles, and in pursuit of his aspiration, Mr. Sardar Al-Bebany sought out uniquely his group of companies for rights to represent many auto manufacturers in Iraq.

Sardar Group companies have played a leading role in the specialized trading of vehicles in line with the performance of operating in accordance with the standards of agencies and subsidiary services, which includes sales of manufacturer's warranty, after-sales services, and maintenance.

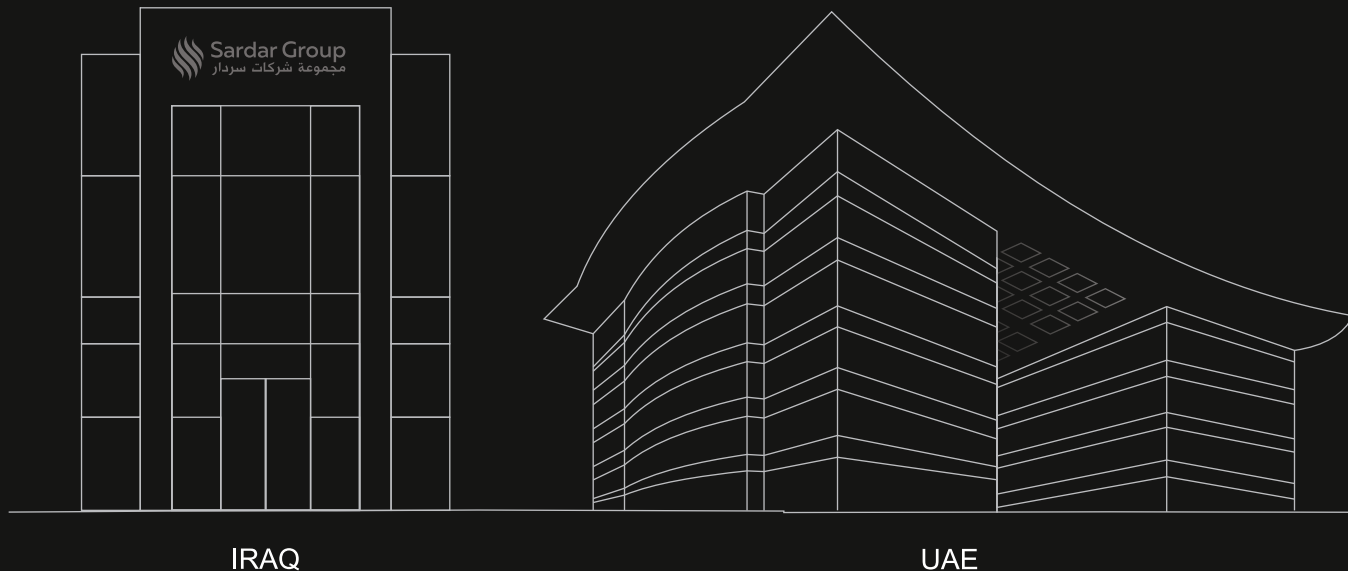
With no doubt, Sardar Group companies' experience with the characteristics of the Iraqi market and their compliance with the requirements of the work of the international factory dealership is undoubtedly underpinned by the progress and confidence of the vast majority of auto enthusiasts in Iraq.

Our Global Network



Al Sardar Group: providing the functions of Accounting, Financing, Legal, HR, IT, Marketing and Business Development support and control to Group companies.

The Sardar Group Global Network spans across Iraq, Jordan, UAE, and the UK with plans of expanding to additional markets in the near future.



Mission & Vision

Sardar Group strives to build sustainable growth conducive to be the leading company in the Iraqi market.

Sardar Group observes the law and legislation of the Republic of Iraq and KG 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 with the opportunity to build up their skills through the corporate business, training, and education.

CEO Statement

"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 and to always introduce international products that will contribute positively towards the advancement of the people's lives and their way of living."



Board Members



Al-Haj Hussien Al-Bebany
Founder & Honorary Chairman



Sardar Al-Bebany
Chairman & CEO
Toyota Iraq President



Abdulhameed A. Hardan
Deputy Chairman of the Board
General Attorney & Legal Advisor



Masahiko Taniguchi
Group Managing Officer
Assistant CEO



Salar Al-Bebany
Director & Deputy CEO
Toyota, Hino & Machinery Operations



Shamal Al-Bebany
Director & Deputy CEO
Group & JLR Operations



Vijay Kondepudi
Chief Financial Officer
General Manager – Corporate
Planning Department



Sarwar Al-Bebany
Director of Lexus Operations



Hayman Sardar Al-Bebany
Director of Toyota & Lexus
Distributor Operation

Members of Board Meetings

Key Personnel



Amjad Saeed
SAS Chief Operating Officer



Ranajit Sengupta
STA General Manager



Waleed Al-Hakeem
TAO Automotive
General Manager



Zeyad Al-Shawi
SAT General Manager and Head
of Used Cars Department



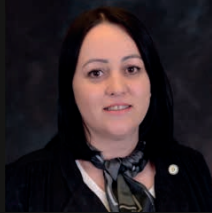
Rawand Khalid
SAM General Manager
Hino & Tadano



Ibraheem Musadaq
SAM General Manager
Komatsu & TIICO



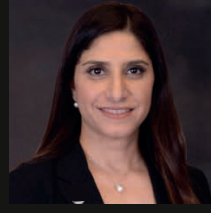
Dlovan Sadeeq Omar
Be-Hawta Acting General Manager



Madalina Shar
STA Deputy General Manager
KRI Operations



Saman Bakhtiar
Deputy General Manager
Human Resources Department



Leena Zeyad
Deputy General Manager
BOD Administration Office



Mohammed Al-Ghaithi
Deputy General Manager
IT, Digital Transformation,
Data Analytics & DMS



Kazuki Wakasugi
Deputy General Manager
Corporate Planning Department



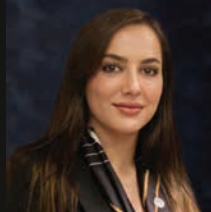
Samar Al Mafraji
Deputy General Manager
Business Development



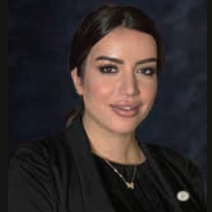
Steve Alexander
STA Baghdad Branch Manager



Michael Bramley
STA National Aftersales Manager



Shiyan Khoshnaw
Group Admin Manager



Aliaa Ali
Assistant to Director
& Deputy CEO



Mariam Joy G. Beato
Dubai SGM Office Manager



Brands

We believe in contributing to the Iraqi society at large through world class brands.



JAGUAR



LAND ROVER



TOYOTA



LEXUS



HINO



TICO



KOMATSU



TOTO



POLARIS



CASTROL OIL



THERMOKING



GOUPIL



VOLVO PENTA



TADANO



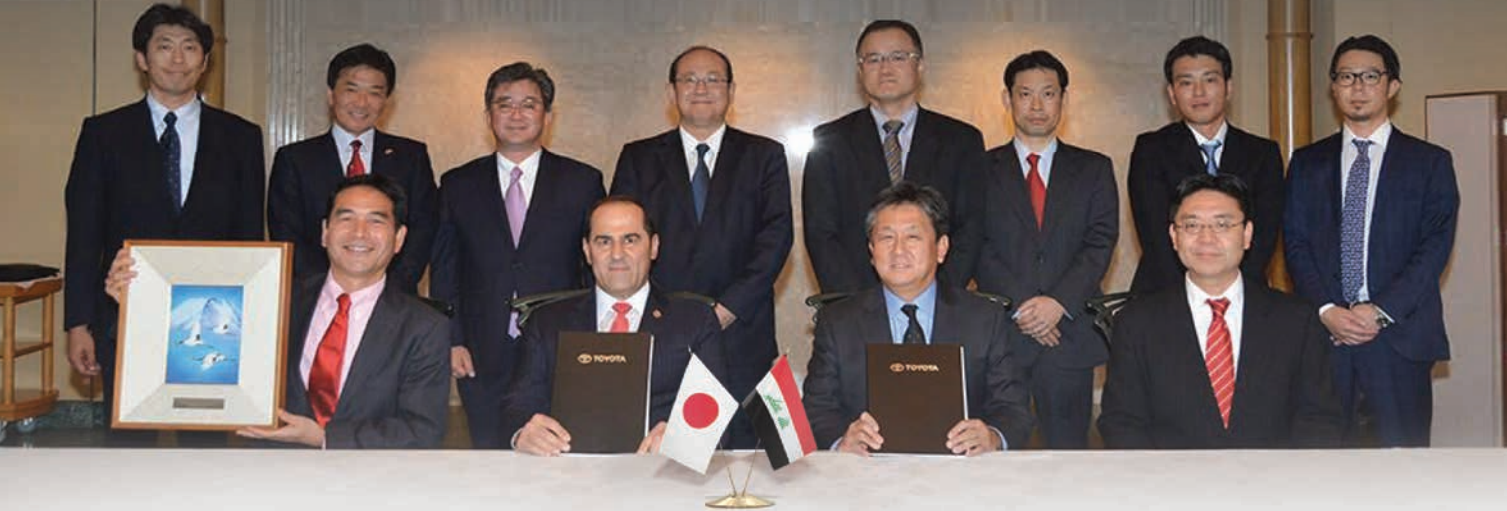
MOTORCYCLES



GEM

Companies

"The goal of every product or service is to make someone's life easier or simpler. If we listen to the voice of our customers and give them what they need, they will reciprocate with love and loyalty to your brand"



In Commemoration of the First Distributor Agreement

Toyota Al Iraq Company for Trading and Services
of Vehicles Ltd. – Toyota Motor Corporation
16 May 2016

In 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 the Sumitomo Corporation, one of the leading companies in Japan and the World.

Vision

We aim to make as many Iraqi people as possible to feel happiness and enjoyment by providing driving life with Toyota vehicles.

By growing to be the leading company in Iraqi 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 & TOYOTA IRAQ

October 14, 2016
At HML Head Office



SAS was established in 2012 as a part of Sardar Group, a company that has over 30 years of experience in the Automotive Industry.

SAS is an Authorized Dealer of Toyota Iraq which encompasses Toyota and Lexus brands.

Experience the Difference

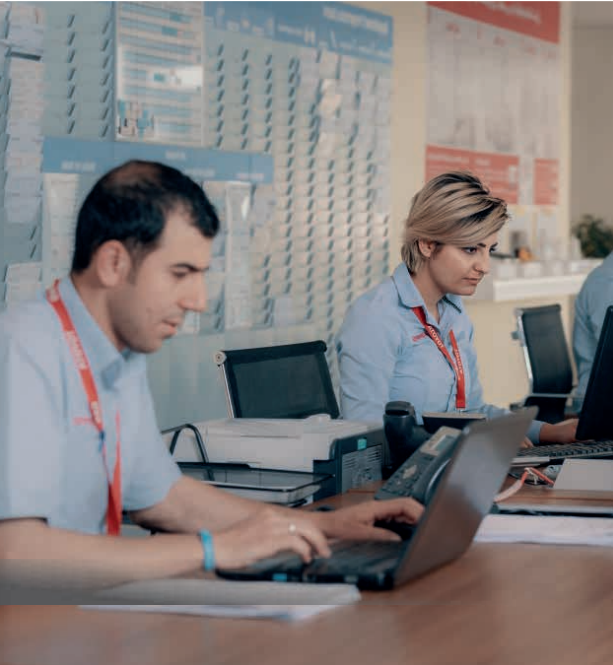
Locations

Baghdad
Basra
Kirkuk
Erbil
Sulaymaniyah
Dohuk

Contact

info@sas.iq
www.sas.iq





60,000+
Customers

Since 2012, SAS has sold over 46,000 Official Toyota Vehicles in Iraq.



+90%
Local Iraqi Employees

Current SAS Network comprises of more than 90% of local Iraqi employees.



WARRANTY
3 Years or 100,000km

All vehicles come with Toyota Factory Warranty of 3 years or 100,000km or whichever comes first.



418,000
Services Completed

SAS has performed over 350,000 services to include General Repair, Periodic Maintenance, Official Toyota Recalls and Armored Refurbishments.



Working together for a healthier future

HYBRID



The First Authorized Lexus Dealer in the history of Iraq.

Appointed under the name of "Lexus Baghdad", the Officially Authorized Service Center is a state-of-the-art facility that combines excellence and technology. Customers will receive exceptional customer service while being immersed in luxury during their visit to the newly established Lexus showroom as a part of Japanese Town in Baghdad. Lexus Baghdad provides a well catered service that fits the Iraqi market's needs and demands.

In 2023, Lexus launched in Erbil by establishing Service by Lexus which entails the same high standards of luxury. Lexus aims to expand further by launching its first state of the art showroom in Erbil by the end of the same year.

Experience
Amazing

Locations

Lexus Baghdad
Lexus Erbil



**ANTICIPATING
NEEDS**



**ATTENTION
TO DETAILS**



**EXPRESSING
GRATITUDE**

Contact

info@sas.lexus.iq
www.lexus.iq

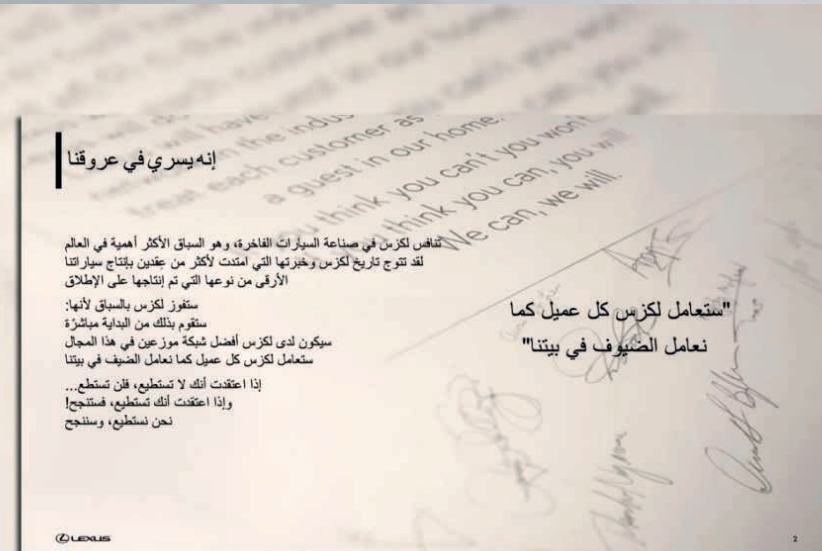
6996 اتصل الآن





Lexus has succeeded to position itself as one of the world's preferred luxury brands due to its pursuit of perfection to details such as in aspects of design, technology, manufacturing, and after-sales services.

The world-famous Lexus customer experience is based on the "Omotenashi" Concept or "Sincere Hospitality to All" which is to anticipate needs, attention to detail and expressing gratitude.



Hayakal is the only state of the art National Auto Body Repair, Customization and Armored Refurbishment Facility in Iraq.

Established in 2012, Hayakal is the only "one-stop" facility in Iraq, to both repair and paint vehicles on the same site using advanced equipment with fully trained technicians.

Add more life
to your car

Locations

Baghdad
Basra
Erbil
Sulaymaniyah

Contact

info@hayakal.iq
www.hayakal.iq



Hayakal has a National Network of branches throughout Iraq located in Baghdad, Basra, Sulaimani and Erbil.

Hayakal also has plans for expansion in the near future. Hayakal is the only body and repair shop approved by Toyota and Jaguar Land Rover in Iraq.

OUR SERVICES

- PAINTLESS DENT REPAIR
- ACCIDENT REPAIR
- CUSTOM PAINT
- BODY KITS & ACCESSORIES
- OVEN & PAINT
- ALUMINUM WELDING
- POLISHING
- AUTO DETAILING
- PLASTIC REPAIR
- FRAME STRAIGHTENING
- WHEEL REPAIR & PAINT
- STICKER WRAPPING





Sardar Trading Agencies (STA) is one of the core companies of Sardar Group with more than 50 years of experience in the automotive segment.

In 2010, STA signed an agreement with Jaguar Land Rover Ltd. paving the way for modernizing the automobile distribution network.

STA has developed a very strong retailer network with state-of-the-art facilities in Baghdad, Erbil, Basra, Sulaymaniyah and Duhok with over \$50 million in investments and a vast workforce comprising mostly of Iraq Nationals.

With this as our vision, we have built our first Green Facility in Baghdad - Abu Jaafar which has become like a landmark in the city, we plan on building a second similar one in Erbil in order to provide the same quality services all around Iraq.

Locations

Baghdad
Erbil
Sulaymaniyah
Duhok
Basra

Contact

info@sta.iq
www.sta.iq

CALL
CENTER **6969**





STA offers a range of Jaguar and Land Rover vehicles to all citizens of Iraq. While Land Rover is currently the market leader in Luxury Sports Utility Vehicles, Jaguar is renowned for building sports cars and saloons that optimize performance and bold designs.

For individuals who wish to drive a used Jaguar or Land Rover vehicle, STA offers the reassurance that all pre-owned cars are authenticated and rejuvenated to deliver the most exhilarating driving experience with full peace of mind, which comes as standard when choosing one of the Approved Used Vehicles.

When it comes to servicing a Jaguar or Land Rover vehicle, being the Official and Exclusive Dealer, no one does the job better than STA. Offering a full service of repair and maintenance solutions with the expertise that you simply demand when it comes to your luxury vehicle.



Pushing the limits of technology for a better future

Sardar Automobile & Machinery Trading Company Ltd. was founded in 2008 as a vital member of Sardar Group companies, to be later appointed as Hino Iraq dealer, as well as being an authorized dealer for Toyota Forklifts and Tadano Cranes.

It is an Authorized Dealer of Toyota Iraq Hino brand and is a vital member of Sardar Group companies with business in Iraq over several decades.

Locations

Baghdad
Erbil

Contact

info@sam.iq
www.sam.iq





Sardar Automobile and Machinery Trading Co. has established itself as a reputable dealer of Hino trucks in the central and southern regions of Iraq. The company is also authorized representative of Tadano cranes, Komatsu CE after Sales services and Toyota material Handling Equipment with aftermarket service, providing a diverse range of high-quality products to the Iraqi market.

With a strong commitment to customer satisfaction, Sardar Automobile and Machinery Trading Co. ensures that all authorized service centers adhere to global standards, delivering reliable and efficient services to their valued customers, as well as having all services done by trained professional engineers and technicians with high skills and trained by manufactures. The company's dedication to excellence has earned them a loyal customer base, and their continued success in the industry is a testament to their unwavering professionalism and expertise.



Construction Equipment, Cranes and Material Handling





GOUPIL



POLARIS®

It is the Official Distributor for American Brand Polaris, and the Renowned French Brand Goupil. as well as being an Official Dealer for GEM in Iraq.

BeHawta is headquartered in Erbil with locations in Baghdad and Sulaymaniyah and through sister companies in Dohuk and Basra.

Locations

Baghdad
Erbil
Sulaymaniyah

Contact

+964 (750) 511 2222
info@polarisiq.com
www.polarisiraq.com





Unleash your spirit of adventure with Polaris, the American brand synonymous with both on-road and off-road excellence. Conquer rugged terrains and experience thrilling journeys like never before with Polaris' innovative and capable vehicles. Embrace the freedom of exploration and redefine your outdoor adventures.

Transform urban mobility with GEM, the leading American brand in electric vehicle innovation. Seamlessly navigate city streets while reducing your carbon footprint with GEM's stylish and efficient electric vehicles. Experience a smarter and greener way to travel, effortlessly blending sustainability and style.

Discover versatility and sustainability with Goupil, the renowned French brand specializing in utility vehicles. From commercial to industrial applications, Goupil offers flexible solutions tailored to your specific needs. With their commitment to eco-friendly practices and durable craftsmanship, Goupil vehicles are reliable partners for any task, enhancing your business operations.





TAO Automotive, with its experienced staff, specializes in supplying engines, generators, and providing after-sales service. They have recently secured dealership agreements with THERMO KING, a pioneer in transport temperature control solutions, and recently with Castrol Oil, a leading provider of oils, fluids, and lubricants for various industries. Castrol's Liquid Engineering expertise ensures high-performance solutions for diverse applications.

Locations

Baghdad
Erbil

Contact

info@sam.iq
www.sam.iq
CALL 6988





TAO Automotive, one of Sardar Group companies, and the exclusive dealer for VOLVO PENTA, a renowned global supplier of engines and power systems. VOLVO PENTA prioritizes quality, safety, and environmental care in delivering the right products to customers.



AI Sardar Group
Trading & General Contracting



TOTO

Sardar Group would like to contribute to Iraqi society by improving the situation of sanitary standards in Iraq by introducing the most advanced Japanese technologies.

Locations

Erbil

Contact

Office (Erbil): +964 771 622 8888
(Baghdad): +964 (782) 300 3008
info@toto-iraq.com
www.sardargroup.com/toto





To achieve this, Al Sardar Group became a Distributor of Toto Japan to introduce the most advanced technologies.

This has allowed the Iraqi people to touch and feel technology at a world-class level.





The "Omotenashi Complex" or "Sincere Hospitality to All", will be one of the largest projects in the city of Kirkuk that will include Toyota, HINO, Jaguar Land Rover, and State-of-the-Art Business Offices and Housing Facilities which will offer over 400 employment opportunities to the people of the city.



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.

Locations

Erbil

Contact

Sardar Group Headquarters, Iraq
Tel: +964 (750) 126 6666
info@sardargroup.iq
www.sardargroup.iq





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 travelers.

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 all-day-dining restaurants, indoor and poolside bars, lobby and roof-top 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 center including treatment rooms, hammam and sauna.

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

Sardar Auto

Sardar Auto is providing an exceptional service under a new Name USELECT.

These services include buying Toyota authorized used cars starting from MY 2014 As well as the option to replace any brand car with a used or new Toyota vehicle.

Locations

Baghdad
Erbil

Contact

+964 (771) 650 7777
+964 (750) 391 1111
info@sat.iq
www.sat.iq





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.

Sardar Auto also provides transportation services to all locations in Iraq.



Activities and Social Contribution

“The quality of your life will be determined
by the quality of your contribution.
When you work to improve the lives of others,
your life improves automatically.”



President of Iraq



The Queen's
Birthday



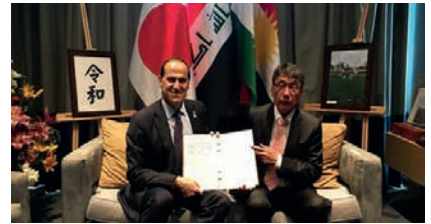
US Consulate
Visits Polaris



Garden Party at
Buckingham Palace



Prime Minister
Kurdistan Regional Government



Japanese New
Era of REIWA



Iraq British Business Council and
KRG Prime Minister



Iraqi Britain
Business Council



Toyota Iraq and
UNDP Agreement



USA Independence
Day Celebration



Toyota Dream
Car Art Contest



President Akio Toyoda Holding
Iraqi Global Winner Drawing



46th Tokyo
Motor Show



Iraqi Culture Day
in Baghdad



Iraqi Cultural
Day in Erbil



Japanese Consulate Visits
Toyota Iraq



First Sakura
Trees in Iraq



Fukushima
Sakuramori Planting



Custom Hilux Donation to
Ministry of Health



Don't Drink
and Drive



Jaguar Land Rover Baghdad
Facility Inaugurating



New Year Celebration
at Sakura Park



Sterilization Material Donation
or Covid 19 Relief



japan Visit



Erbil International
Equestrian Club



Drive for
Goodness



Mr. Sardar Certificate of Commendation
by the Japanese Government



Sardar Group winning the Rasmi Award for Excellence



Security and Defense Exhibition participation



Invest Kurdistan Launch Event Sponsoring



The Official Sponsor for Canada Day 2022



Erbil Auto-Show Participation



Sardar Group plants Sakura



The Official Sponsor for the Queen's Birthday 2022



Coronation Celebration of his Majesty King Charels III and Queen Camilla



Visiting Kurdistan Region Prime Minister

Sakura Park



Opened in December 2016, Sakura Park is in the Heart of the Ancient City of Erbil.

Since 2015, Sardar Group has brought over 1200 Sakura Trees from different prefectures of Japan such as Yamagata, Kyoto and Fukushima to Iraq. The Sakura trees have been distributed to many regions in Iraq to include Baghdad, Erbil, Sulaimani and Dohuk for all Iraqis to enjoy. It is Sardar Group's aim is to spread the beauty of the Sakura Trees to all regions of Iraq that have suitable conditions for the trees to grow to bridge-the-gap between the Iraqi and Japanese people through it's beautiful blooming which happens in the month of March every year.

Sakura Park covers an area of over 12,000 m² and is adorned with beautiful trees, flowers, bushes, and water features providing a balanced Zen type setting with over 200 Sakura Tree planted for everyone to enjoy.

Sakura Park exemplifies our friendship and in Japan is nationally tied to the brave Samurai spirit which is similar to our noble Peshmerga and Iraqi Fighters

JAPANESE TOWN



Japanese Town was inaugurated on December 2022 ,12, becoming the largest facility that includes three international dealerships, Toyota, Lexus, and Hino, as it includes exquisite showrooms designed according to international standards for brand factories, in addition to specialized maintenance centers equipped with the latest technologies and equipment with maintenance services done by trained and certified technicians. It also includes Hayakal workshop for cars' body refurbishment, which is a part of SAS company, using materials approved by Toyota, Lexus and Hino for painting services and auto body repair.



Contact

Sardar Group Offices

Baghdad - Erbil

+964 782 618 1000 - +964 (750) 126 6666

info@sardargroup.iq

www.sardargroup.iq

Sardar Trading Agencies

Baghdad - Erbil - Sulaimaniyah - Dohuk - Basra

Call: 6969

info@sta.iq

www.sta.iq

Sardar Machinery

Baghdad - Erbil

Call: 6988

info@sam.iq

www.sam.iq

TAO Automotive

Baghdad - Erbil

Call: 6988

info@sam.iq

www.sam.iq

Sardar Group For Investment & Management FZCO

Dubai

DAFZA - 5EABuilding 8th Floor RM 819

+971 (4) 299 4400

Al Quds ST. Dubai Airport Freezone

SAS Automotive Trade and Services

Baghdad - Erbil - Basra - Sulaimaniyah - Dohuk - Kirkuk

Call: 6000

info@sas.iq

www.sas.iq

Toyota Certified Used Vehicles

Lexus Bghdad

Baghdad - Al-Saidiya - Al-Alwa St. Entrance

Tel: 6996

www.lexus.iq

Hayakal

Baghdad - Erbil - Basra - Sulaimaniyah

Call: 6000

info@hayakal.iq

www.hayakal.iq

BeHawta

Baghdad - Erbil

+964 (772) 334 1683 +964 (750) 511 2222

info@polarisiq.com

www.polarisiraq.com

Al Sardar Group – TOTO

Baghdad - Erbil

+964 (782) 300 3008 - +964 (771) 622 8888

info@toto-iraq.com

www.sardargroup.com/toto

Sardar Auto

Baghdad - Erbil

+964 (771) 650 7777 - +964 (750) 391 1111

info@sat.iq

www.sat.iq
