



# COMPANY PROFILE

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**HARLEM GROUP**  
Commercial Agencies

# INTRODUCTION FROM OUR FOUNDER

## SALAH NOOR

Harlem Group (HG) stands as a beacon of excellence since its **inception in 1995**, operating across **four key industries**. With a global presence spanning **Iraq**, the **United Arab Emirates**, the **United States of America**, and **Jordan**. We operate a network of **over 30 facilities** serving our **13** automotive affiliates – **Jeep, Dodge, Chrysler, Ram, JETOUR, SOUEAST, KARRY, MOPAR, Virgin Oil, Mitsubishi, Alfa Romeo, Fiat, and Maserati**. Our unwavering commitment lies in enriching each industry we touch through tailored services and local market know-how.

Central to our ethos is a dedication to **transparency and ethical conduct**, earning us the unwavering loyalty of our esteemed clientele. Every decision we make is guided by these principles, ensuring integrity and **trust in all our dealings**.



# VISION AND MISSION

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## Vision

At Harlem Group, we envision a future where we transcend boundaries and redefine industry standards. Our unwavering commitment to excellence, innovation, and customer satisfaction propels us to continually pioneer new frontiers, setting unparalleled benchmarks in each domain.

## Mission

Harlem Group is dedicated to leveraging our diverse portfolio of companies and global reach to deliver unparalleled quality, innovation, and value across our key industries. Our mission is to exceed customer expectations, foster innovation, and drive sustainable growth in every market we serve.

# CORE VALUES

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## QUALITY

We take pride in delivering unparalleled quality across our products, services, and customer interactions, drawing inspiration from the depth of our cultural heritage. Our commitment to excellence serves as our guiding force.

## EMPLOYEE FOCUS

We foster a supportive and empowering environment that enables our employees to thrive and contribute their best. Our commitment includes embracing diversity and fostering unity among our team members.

## INNOVATION

Our company culture values and promotes continuous innovation, inspiring our team to think creatively, embrace change, and pioneer solutions that drive progress and set new industry benchmarks.

## COLLABORATION

We cultivate meaningful partnerships with our network of partners, recognising the collective strength that arises from collaboration. Through communication, engagement, and a shared commitment to success, we foster synergies that drive shared success.

## ADAPTABILITY

We embrace change as an opportunity for growth, fostering a culture of flexibility and resilience. Through continuous learning and agile practices, we navigate evolving landscapes with adaptability, ensuring our ability to thrive in an ever-changing world.

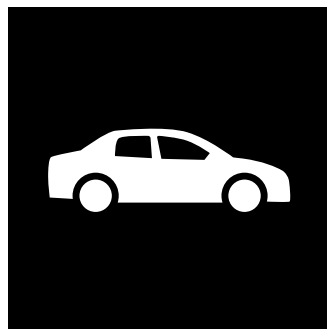
## CUSTOMER-CENTRICITY

Placing our customers at the heart of everything we do, our approach is grounded in the principles of respect, hospitality, and personalized care, ensuring an exceptional experience in all our endeavours.



# KEY DIVISIONS

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## 1 - Automotive

As distributors of premier automotive brands, we have redefined the automotive ownership experience since 1995.



## 2 - Real Estate

From development to trading, our real estate division is committed to shaping vibrant communities.



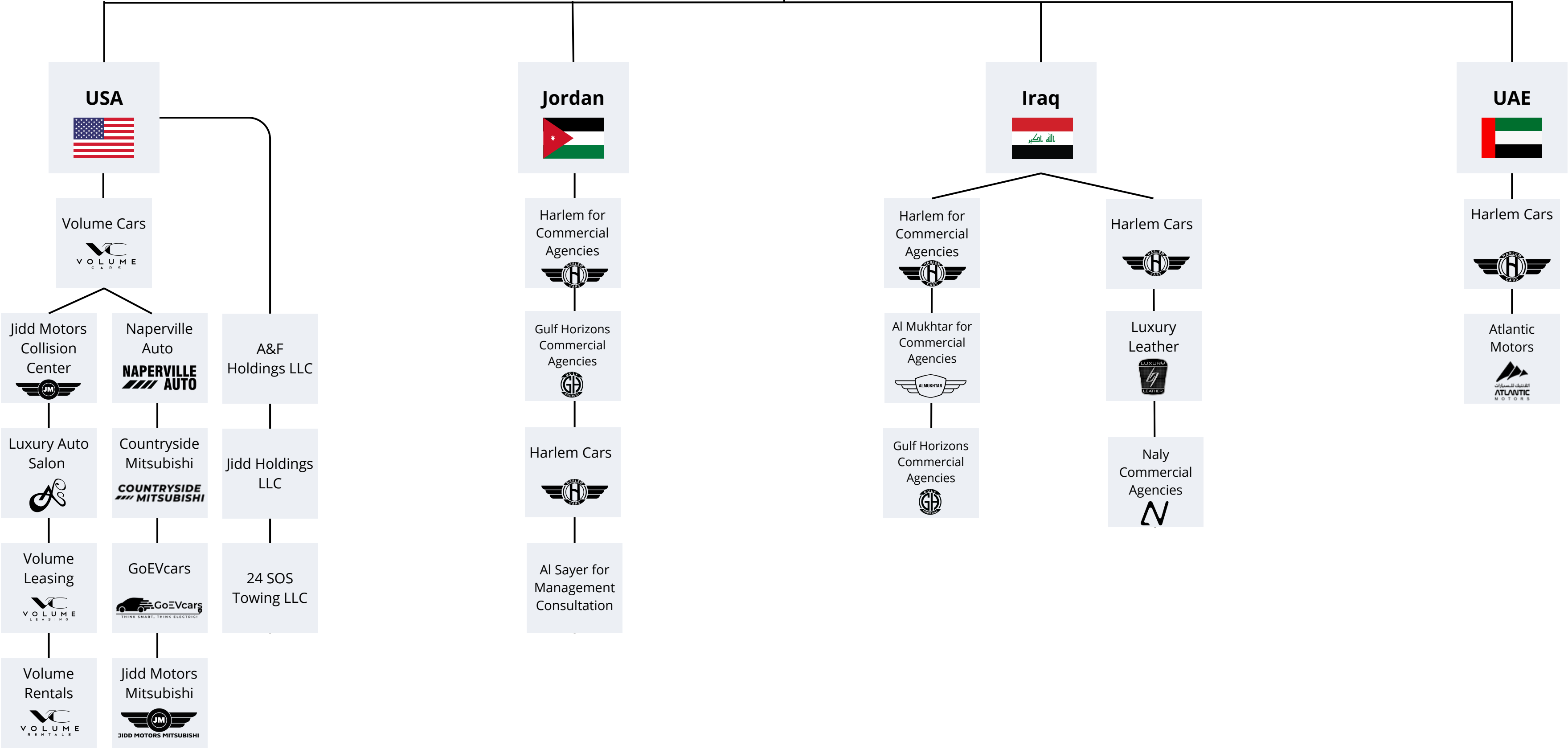
## 3 - Luxury Watches and Jewellery

Curating a world of elegance and prestige, offering discerning clientele access to exquisite timepieces and jewelry.



## 4 - Management Consultation

Guiding businesses towards success through strategic insights and tailored solutions.

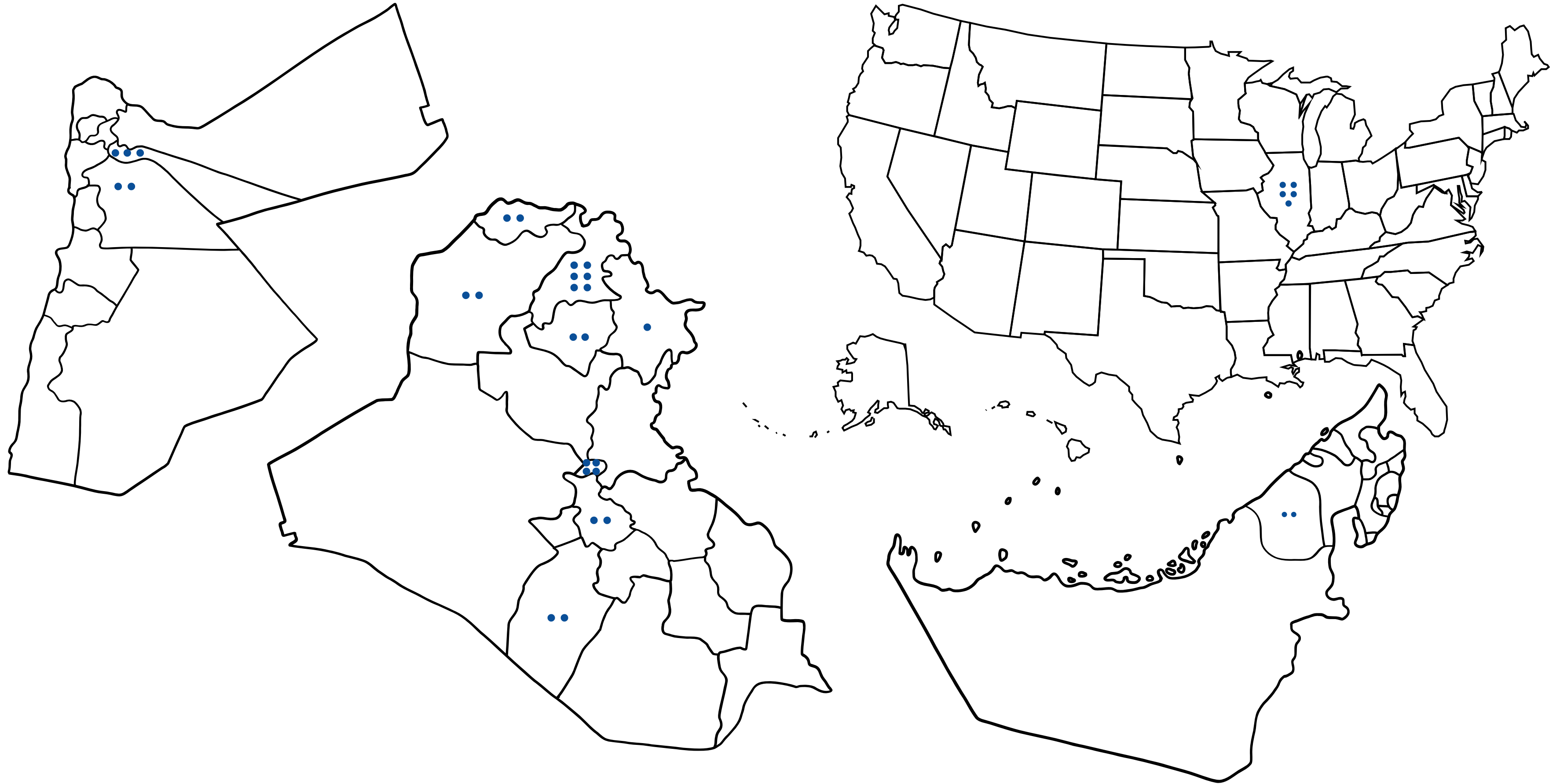


# FACILITY OVERVIEW – CURRENT & UNDER-PREPARATION

Since  
1995

- Harlem for Commercial Agencies 3S facility for Stellantis in Erbil, Iraq
- Al Mukhtar International 3S facility for Stellantis in Erbil Iraq
- Harlem for Commercial Agencies 3S facility for Jetour in Erbil, Iraq
- Gulf Horizons for Commercial Agencies 1S facility for Soueast in Erbil, Iraq
- Luxury Leather's upholstery factory in Erbil, Iraq
- Harlem for Commercial Agencies CPD in Erbil, Iraq
- Harlem Group's Stockyard and PDI center in Erbil, Iraq
- Harlem for Commercial Agencies 1S showroom for Stellantis in Baghdad, Iraq
- Harlem for Commercial Agencies 1S showroom for Stellantis in Baghdad, Iraq
- Harlem for Commercial Agencies 1S showroom for Jetour in Baghdad, Iraq
- Harlem for Commercial Agencies 2S service centre in Baghdad, Iraq
- Harlem for Commercial Agencies 3S facility for Stellantis in Duhok, Iraq
- Harlem for Commercial Agencies 3S facility for Jetour in Duhok, Iraq
- Harlem Group's Stockyard and PDI center in Duhok, Iraq
- Harlem for Commercial Agencies 3S facility for Stellantis in Mosul, Iraq
- Harlem for Commercial Agencies 1S showroom for Jetour in Mosul, Iraq
- Harlem for Commercial Agencies 3S facility for Stellantis in Najaf, Iraq
- Harlem for Commercial Agencies 3S facility for Jetour in Najaf, Iraq
- Harlem for Commercial Agencies 3S facility for Stellantis in Babil, Iraq
- Harlem for Commercial Agencies 3S facility for Jetour in Babil, Iraq
- Harlem Cars multi-brand showroom in Kirkuk, Iraq
- Harlem for Commercial Agencies 3S facility for Jetour in Kirkuk, Iraq
- Harlem for Commercial Agencies 3S facility for Stellantis in Sulaymaniyah, Iraq
- Naperville Auto 3S facility for Maserati, Alfa Romeo, and Fiat of Naperville, Illinois, USA
- Jidd Motors Mitsubishi 3S facility for Mitsubishi Des Plaines, Illinois, USA
- Countryside-Mitsubishi 3S facility for Mitsubishi Countryside, Illinois, USA
- GoEVcars 3S facility for multi-brand EVs in Illinois, USA
- Jidd Motors certified independent body collision repair centre in Illinois, USA
- Harlem for Commercial Agencies showroom in Zarqa free zone, Jordan
- Harlem for Commercial Agencies showroom in Zarqa free zone, Jordan
- Harlem for Commercial Agencies showroom in Zarqa free zone, Jordan
- Harlem for Commercial Agencies 3S facility for Jetour in Amman, Jordan
- Harlem for Commercial Agencies 3S facility for Jetour in Amman, Jordan
- Harlem Cars multi-brand showroom in Dubai Ducamz free zone, UAE
- Atlantic Motors multi-brand showroom in Dubai Ducamz free zone, UAE



# FACILITY OVERVIEW – CURRENT & UNDER-PREPARATION





# 01 AUTOMOTIVE DIVISION

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- COMMERCIAL AGENCIES
  - MULTIBRAND SHOWROOMS
  - IMPORT OFFICES
  - CAR RENTAL
  - CAR WASH
  - TRANSPORTATION SERVICES
  - COLLISION CENTER
  - LEATHER UPHOLSTERY
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# 1.1 AUTOMOTIVE DIVISION COMMERCIAL AGENCIES

Harlem Group, through its subsidiaries Harlem for Commercial Agencies and Al Mukhtar International, is the exclusive distributor for **Dodge, Jeep, Chrysler, Ram, JETOUR, SOUEAST, Karry, MOPAR,** and **Virgin Oil** in Iraq.

Harlem Group, through its subsidiary Volume Cars, is the distributor of **Maserati** of Naperville, **Alfa Romeo** of Naperville, **Fiat** of Naperville, **Mitsubishi** of Des Plaines, and **Mitsubishi** of Countryside in the USA.

Harlem Group, through its subsidiary Harlem for Commercial Agencies, is the sole distributor for **JETOUR, SOUEAST,** and **Karry** in Jordan.

# KEY MOMENTS COMMERCIAL AGENCIES

2017

Al Mukhtar International and Harlem for Commercial Agencies, exclusive distributors of Stellantis in **Iraq** for:

- **Dodge**
- **Jeep**
- **Chrysler**
- **Ram**
- **MOPAR**

Harlem for Commercial Agencies, the sole distributor for **Virgin Oil** in Iraq

2019

Jidd Motors, distributor for **Mitsubishi** Des Plaines, Illinois, **United States**

2021

Volume Cars, distributor of Stellantis in Naperville, Illinois, **United States** for:

- **Maserati**
- **Alfa Romeo**
- **Fiat**

2022

Harlem for Commercial Agencies, sole distributor for **JETOUR** and **Karry** in **Iraq**

Harlem for Commercial Agencies, sole distributor for **JETOUR** and **Karry** in **Jordan**

Countryside-Mitsubishi, distributor for **Mitsubishi** Countryside, Illinois, United States

2024

Gulf Horizons for Commercial Agencies, sole distributor for **SOUEAST** in **Iraq**

Harlem for Commercial Agencies, sole distributor for **SOUEAST** **Jordan**



# FACTS & FIGURES - IRAQ



## Stellantis Brands Iraq (distributor since 2018)

- **Highest Middle East market share for the past 5 consecutive years**
- **Jeep Grand Cherokee:** Highest market share globally for the past 5 consecutive years
- **RAM 1500:** Highest market share globally for Full Size Pick Up 2023 & 2024 YTD
- **Chrysler 300C and Dodge Charger:** Top first and second consecutive highest market share E-Sedan for 5 consecutive years

## Jetour Brand Iraq (distributor since 2022)

JETOUR

- **Highest Middle East Jetour market share for 2023 & 2024YTD, highest market share in every single segment of presence (Chinese brands)**
- **Dashing:** Highest market share SUV-B (vs. all makes & models) in Iraq 2024
- **X70 Plus:** Highest market share Chinese SUV-C in Iraq 2023 & 202



# OUR FACILITIES – IRAQ

## JEEP, DODGE, CHRYSLER, RAM



**Al Mukhtar for Commercial Agencies 3S  
facility - Showroom  
Erbil**



**Al Mukhtar for Commercial  
Agencies 3S facility - Service Center  
Erbil**



**Harlem for Commercial Agencies  
Showroom  
Baghdad**



# OUR FACILITIES – IRAQ

## JEEP, DODGE, CHRYSLER, RAM



**Harlem for Commercial Agencies 3S facility -  
Showroom  
Erbil**



**Harlem for Commercial Agencies 3S  
facility - Service Center  
Erbil**



**Harlem for Commercial Agencies  
Showroom  
Al-Sulaymaniyah**



# OUR FACILITIES – IRAQ

JEEP, DODGE, CHRYSLER, RAM



**Harlem for Commercial Agencies  
Service Center  
Baghdad**



**City Parts Outlet  
Erbil**



# OUR FACILITIES – IRAQ

JEEP, DODGE, CHRYSLER, RAM



**Harlem for Commercial Agencies,  
Showroom - Under Construction  
Najaf**



**Harlem for Commercial Agencies,  
Service Center - Under Construction  
Kirkuk**



**Harlem for Commercial Agencies,  
Showroom - Under Construction  
Duhok**



# OUR FACILITIES – IRAQ

## JETOUR & KARRY



**Harlem for Commercial Agencies  
Showroom  
Erbil**



**Harlem for Commercial Agencies  
Service Center  
Erbil**



**Harlem for Commercial Agencies  
Showroom  
Baghdad**



# OUR FACILITIES – IRAQ

## JETOUR & KARRY



**Harlem for Commercial Agencies  
Showroom  
Kirkuk**



**Harlem for Commercial Agencies  
Showroom  
Najaf**



**Harlem for Commercial Agencies  
Showroom - Under Construction  
Duhok**



# OUR FACILITIES – IRAQ

## STOCKYARD & PDI CENTER



**Harlem Group's Stockyard & PDI Center**  
**190,000 sqm**  
**Erbil**



**Harlem Group's Stockyard & PDI Center**  
**190,000 sqm**  
**Erbil**



**Harlem Group's Stockyard & PDI Center**  
**190,000 sqm**  
**Erbil**



# OUR FACILITIES – IRAQ

## STOCKYARD & PDI CENTER – UNDER CONSTRUCTION



**Harlem Group's Stockyard & PDI  
Center - 160,000 sqm  
Duhok**



**Harlem Group's Stockyard & PDI  
Center 160,000 sqm  
Duhok**



# OUR FACILITIES – USA

## MITSUBISHI, ALFA ROMEO, FIAT, MASERATI



**Jidd Motors Mitsubishi Showroom  
and Service Center  
Illinois**



**Countryside Mitsubishi Showroom  
and Service Center  
Illinois**



**Alfa Romeo, Fiat, and Maserati of  
Naperville Showroom and Service  
Center  
Illinois**



# OUR FACILITIES – JORDAN

## JETOUR & KARRY



Harlem for Commercial Agencies Showroom  
Amman

# 1.2 AUTOMOTIVE DIVISION

## MULTI-BRAND SHOWROOMS



Harlem Group extends its automotive presence across multiple regions through its subsidiary multi-brand showrooms.

- **UAE:** Harlem Group of multi-brand showrooms include **Harlem Cars** and **Atlantic Motors**, both located in Ducamz Free Zone, Dubai
- **USA:** Harlem Group's subsidiary **GoEVcars** oversees a cutting-edge multi-brand showroom, showcasing the latest innovations in New Energy.
- **Iraq:** Harlem Group's operates **Harlem Cars**, a multi-brand showroom offering a wide selection of vehicles to cater to various consumer preferences.



# OUR FACILITIES – UAE

## MULTI-BRAND



**Harlem Cars LLC Showroom  
Dubai**



**Atlantic Motors LLC Showroom  
Dubai**



# OUR FACILITIES – IRAQ

## MULTI-BRAND



Harlem Cars Showroom  
Kirkuk

# OUR FACILITIES – USA

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## MULTI-BRAND



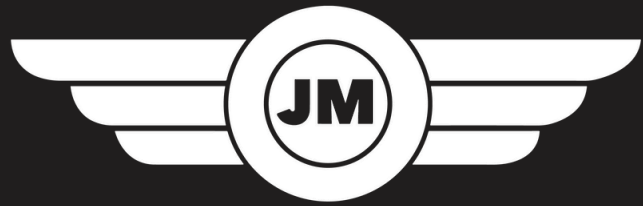
GoEVcars Showroom  
Illinois

# 1.3 AUTOMOTIVE DIVISION

## IMPORT FACILITIES

Harlem Group extends its global footprint with dedicated import facility in **USA, Jidd Motors**, sourcing vehicles for Iraq and UAE's multi-brand showroom.

We ensure the procurement of high-quality new and pre-owned vehicles across all price points. With a focus on efficiency, our import facilities play a crucial role in expanding our diverse fleet and meeting the evolving demands of our customers.



# 1.4 AUTOMOTIVE DIVISION CAR RENTAL

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Harlem Group's comprehensive rental vehicle division is dedicated to providing unparalleled mobility solutions across diverse markets

- **Volume Cars** Rentals in the **USA**
- **Volume Cars** Leasing in the **USA**

We offer a wide range of vehicles tailored to meet every customer's needs, from affordable daily transport to luxury rentals. Whether it's short-term rentals or long-term leasing, our fleet ensures reliability, convenience, and exceptional service standards.





# 1.5 AUTOMOTIVE DIVISION

## CAR WASH

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Introducing **Luxury Auto Salon**, a premium car wash facility nestled in the heart of **Chicago, Illinois, USA**, proudly brought to you by Harlem Group. More than just a car wash, Luxury Auto Salon epitomizes our commitment to providing customers with an all-inclusive experience. From meticulous detailing to expert car care services, we offer a haven for automotive enthusiasts seeking excellence in every aspect of vehicle maintenance.

# OUR FACILITIES – USA

## CAR WASH



Luxury Auto Salon  
Illinois

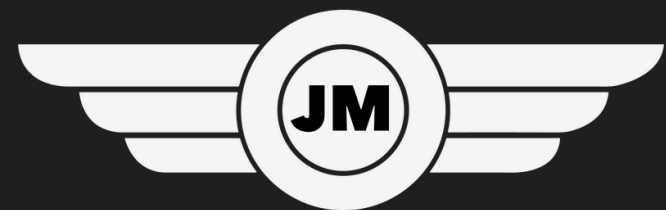
## 24 SOS Towing LLC

# 1.6 AUTOMOTIVE DIVISION TRANSPORT SERVICES

Harlem Group proudly presents **24 SOS Towing**, our premier transport services company based in **Chicago, Illinois, USA.**

With a commitment to reliability and efficiency, 24 SOS Towing offers swift and responsive transport and towing solutions, ensuring the seamless movement of vehicles across Illinois. Equipped with modern vehicles and a dedicated team, we provide unparalleled support to individuals and businesses alike

# 1.7 AUTOMOTIVE DIVISION COLLISION CENTER



Jidd Motors Collision Center

Jidd Motors Collision Center is a **certified independent collision repair centre** committed to providing unparalleled collision repair services in **Chicago, Illinois, USA**. Our mission is to restore vehicles to their pre-accident condition with precision, expertise, and care. We are dedicated to delivering superior craftsmanship and customer satisfaction, exceeding industry standards in every aspect of our work.

# 1.8 AUTOMOTIVE DIVISION

## LEATHER UPHOLSTERY



Luxury Leather proudly holds the distinction of being **Iraq's only provider of high-quality leather interior upholstery solutions.**

What sets us apart is not only our **state-of-the-art upholstery factory**, but also our **unwavering commitment to quality**, ensuring **OEM-level upholstery** to our customers.

At Luxury Leather, quality is not just a promise but a meticulous process. Every material shipment undergoes **rigorous testing in our dedicated lab**, where durability, strength, color fastness, and even foam hardness are scrutinized using calibrated industry-standard machines.

We **lead the market** by continuously introducing innovative products that marry the finest luxury leather sourced from world-leading tanneries with decades-old mastery, visionary creativity, and state-of-the-art manufacturing technologies, including CNC pattern stitching, to deliver unparalleled sewing designs and craftsmanship.



# OUR FACILITIES – IRAQ

## UPHOLSTERY FACTORY



Erbil

# 02 REAL ESTATE

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**JIDD HOLDINGS LLC**

**A&F HOLDINGS LLC**

Harlem Group's real estate division comprises two dynamic entities:

- **Jidd Holdings** LLC, specialising in **property holdings** in the **USA**
- **A&F Holdings** LLC, specialising in **real estate development** and **trading** within the **USA**

Each company within our conglomerate brings unique expertise and strategic vision to the diverse landscapes of property acquisition, development, and trading, embodying Harlem Group's commitment to excellence and innovation in the global real estate market.

# 03 LUXURY WATCHES

Harlem Group expands its retail portfolio through its subsidiary, **Naly for Commercial Agencies**, which has recently become **Jacob & Co's exclusive retailer** in Iraq.

Naly Commercial Agencies is actively preparing a **mono-brand boutique for Jacob & Co in Erbil's** Grand Majidi Mall and a **mono-brand boutique in Baghdad's** 'Watch House'.





# 04 MANAGEMENT CONSULTATION

Within our Management Consultation division stands **Al-Sayer for Management Consultation** in **Amman, Jordan**. Offering tailored solutions and expert guidance to businesses seeking to navigate complex challenges and capitalizing on emerging opportunities. With a deep understanding of regional dynamics and global best practices, our team at Al-Sayer leverages extensive experience and industry insights to deliver innovative strategies and sustainable results.

**Al-Sayer Management  
Consultation**

