



HARLEM GROUP
Commercial Agencies

Harlem Group Profile

Revolutionizing Roads, Transforming Markets

1.1 Summary of Harlem Group



Harlem Group is the sole distributor for **Chrysler, Dodge, Jeep, and Ram (CDJR)** in Iraq, **Jetour brand** in Iraq and Jordan, and **Virgin Oil** in Iraq.

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

Harlem Group also operates a network of multi-brand showrooms across four countries; a car rental company; a leasing company; a certified independent body collision centre; a car wash; a transportation services company; a property holding company; and a property development company.



Harlem Group is founded and co-owned by **Mr. Salah Noor**, an experienced entrepreneur with extensive expertise in the automotive industry.

Some of his accomplishments include enhancing dealerships' **profitability**, expanding **market share**, and fortifying the **brand image** and visibility of the brands he distributes in the Iraqi market.



Owing to the robust presence and strategic leadership of Harlem Group in Iraq,

Best market share for CDJR in MENA region since 2018 (Iraq's average market share is double ME's average), achieved in a record time of only **1 year** from launch. CDJR in Iraq has been leading in Sedan E, Full Size Pickup, and SUV-E since 2019.

Best market share for Jetour in SUV-C, D, and B amongst other Chinese brands in 2023, achieved in a record time of only **1 year** from launch.



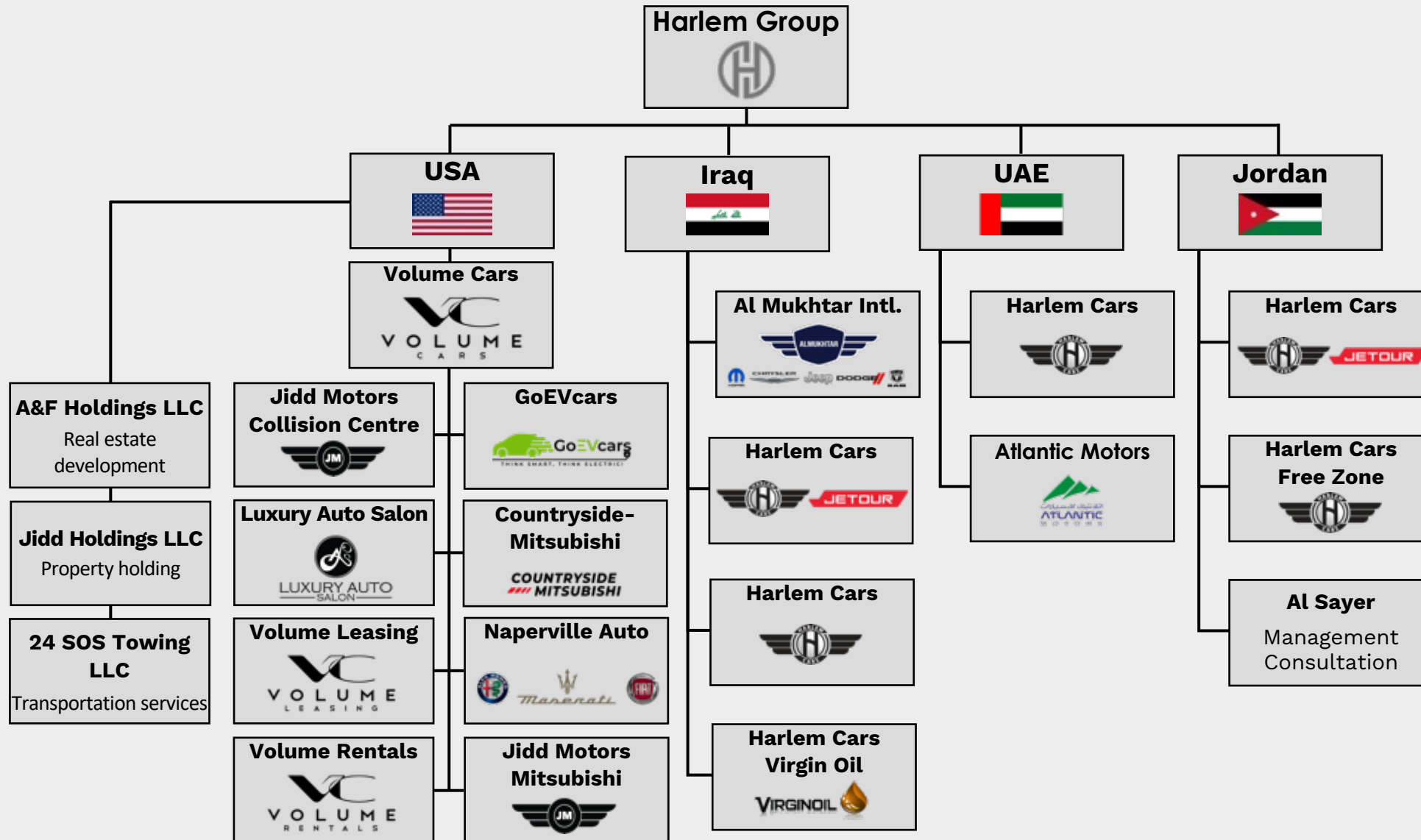
Harlem Group ensures comprehensive market coverage through its **global network of 30 sales and aftersales facilities**.

19 facilities in Iraq, delivering nationwide sales and aftersales services for Stellantis and Jetour

5 facilities in the USA
4 facilities in Jordan;
2 facilities in the UAE.



1.2 Companies and Subsidiaries by Country



1.3 Harlem Group's Sales and Aftersales Facilities

Since
1995

- Harlem Cars 3S facility for Stellantis in Erbil, Iraq
 - Al Mukhtar International 3S facility for Stellantis in Erbil Iraq
 - Harlem Cars 3S facility for Jetour in Erbil, Iraq
 - Harlem Cars parts outlet

 - Harlem Cars first 1S showroom for Stellantis in Baghdad, Iraq
 - Harlem Cars second 1S showroom for Stellantis in Baghdad, Iraq
 - Harlem Cars 1S showroom for Jetour in Baghdad, Iraq
 - Harlem Cars 2S service centre in Baghdad, Iraq

 - Harlem Cars 3S facility for Stellantis in Duhok, Iraq
 - Harlem Cars 3S facility for Jetour in Duhok, Iraq

 - Harlem Cars 3S facility for Stellantis in Mosul, Iraq
 - Harlem Cars 1S showroom for Jetour in Mosul, Iraq

 - Harlem Cars 3S facility for Stellantis in Najaf, Iraq
 - Harlem Cars 3S facility for Jetour in Najaf, Iraq

 - Harlem Cars 3S facility for Stellantis in Babil, Iraq
 - Harlem Cars 3S facility for Jetour in Babil, Iraq

 - Harlem Cars multi-brand showroom in Kirkuk, Iraq
 - Harlem Cars 3S facility for Jetour in Kirkuk, Iraq
- Harlem Cars 3S showroom facility for Stellantis in Sulaymaniyah, Iraq

 - Naperville Auto, distributor of Maserati, Alfa Romeo, and Fiat of Naperville, 3S facility in Illinois, USA
 - Jidd Motors Mitsubishi, distributor of Mitsubishi Des Plaines, 3S facility in Illinois, USA
 - Countryside-Mitsubishi, distributor of Mitsubishi Countryside, 3S facility in Illinois, USA
 - GoEVcars 3S multi-brand electric and hybrid vehicles facility in Illinois, USA
 - Jidd Motors certified independent body collision repair centre in Illinois, USA

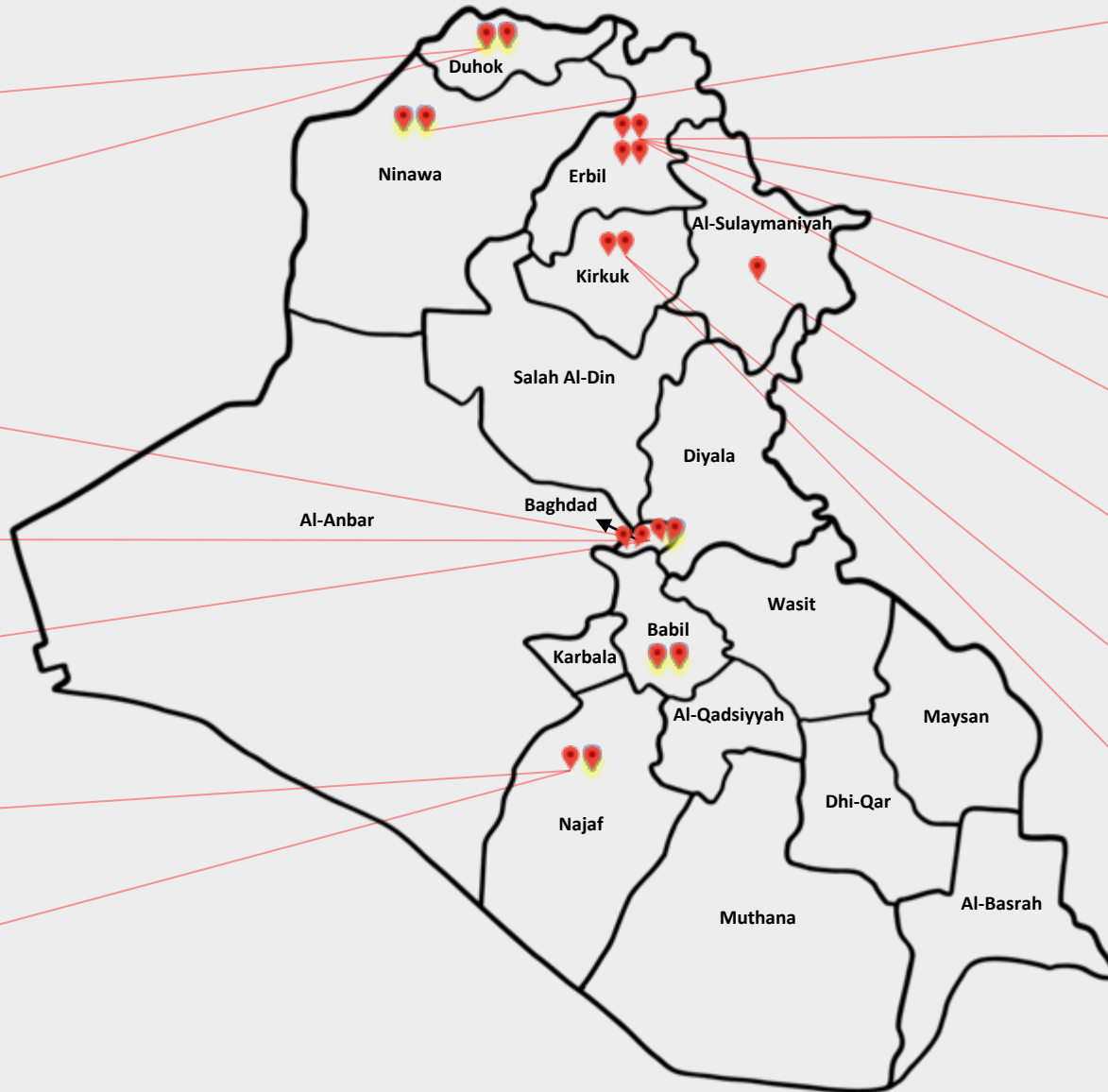
 - Harlem Cars first showroom in Zarqa free zone, Jordan
 - Harlem Cars second showroom in Zarqa free zone, Jordan
 - Harlem Cars third showroom in Zarqa free zone, Jordan
 - Harlem Cars 3S facility for Jetour in Amman, Jordan



 - Harlem Cars multi-brand wholesale export showroom in Dubai Ducamz free zone, UAE
 - Atlantic Motors multi-brand wholesale export showroom in Dubai Ducamz free zone, UAE



2.1 Current and Under-Construction Facilities

 Iraq Network



-  Current facilities
-  Under-construction facilities

2.2 Facilities Overview



Erbil




Harlem Cars 3S Facility

Erbil, Iraq

Located on the 100 Road, the central dealerships road in Erbil, this facility is positioned in one of Erbil's highest-traffic dealership spots. It features 1200 sqm spacious showroom, and 1300 sqm service centre, and a parts outlet.



2.2 Facilities Overview

 Stellantis
Erbil



Harlem Cars 3S Facility Erbil, Iraq

Located at the 100 Road, this facility boasts a 1700 sqm showroom, carefully designed with our valued customers in mind, dedicated parts outlet, and a large service center staffed with technicians certified by Stellantis.



2.2 Facilities Overview



Erbil

Al Mukhtar 3S Facility

Erbil, Iraq

Situated on Gulan 40 Road, this facility features a 1000 sqm showroom, 1400 sqm service centre, parts outlet, and training facility, and the



2.2 Facilities Overview



Jetour & MOPAR

Erbil



Harlem Cars Parts Outlet

Erbil, Iraq

Located at 100 Road, this 700 sqm facility is accompanied by seven additional warehouses ranging in size from 1000-2000 sqm and strategically dispersed throughout Iraq to support our aftersales operation.



2.2 Facilities Overview

 Jetour
Baghdad




Harlem Cars 1S Facility Baghdad, Iraq

Located at Al Baya'a lively main exhibition street, this facility boasts a 750 sqm showroom in one of Baghdad's central automotive dealership locations. This strategic positioning contributes to this facility's high volume of walk-in leads.



2.2 Facilities Overview

 Stellantis
Baghdad



Al Mukhtar 1S Facility Baghdad, Iraq

Situated on Al Nahda's main expedition Road, this facility boasts a 750 sqm showroom and attracts a high footfall volume.



2.2 Facilities Overview

 Stellantis
Baghdad



Al Mukhtar 2S Facility Baghdad, Iraq

Located at Baghdad Al Reiad street, this location boasts an impressive 2000 sqm service area, featuring 13 bays alongside a dedicated parts outlet.



2.2 Facilities Overview



Kirkuk




Harlem Cars 1S Facility

Kirkuk, Iraq

Located on Kirkuk's lively central Exhibition Street, this showroom features a large 750 sqm display area, attracting a large volume of walk-in leads in the area.



2.2 Facilities Overview

 Multi-brand
Kirkuk



Harlem Cars 1S Facility Kirkuk, Iraq

Strategically located on the lively Kirkuk's central exhibition Street, this facility is a multi-brand showroom with a 1400 sqm display area.



2.2 Facilities Overview



Jetour & MOPAR

Kirkuk: Under Construction




Harlem Cars 2S Facility

Kirkuk, Iraq

Located on Kirkuk's central exhibition St., this 2S facility features a 500 sqm service area along with a dedicated parts outlet, designed for our customer's convenience.



2.2 Facilities Overview

 Stellantis
Sulaymaniyah



Harlem Cars 3S Facility Sulaymaniyah, Iraq

Located on Sulaymaniyah 60 road, this facility boasts a 1000 sqm showroom, parts outlet, and service centre.



2.2 Facilities Overview



Duhok: Under Construction

Harlem Cars 3S Facility

Duhok, Iraq

Located on the bustling Terminal Showroom Complex, this facility will feature a spacious 1350 sqm showroom, dedicated parts outlet and an 10 bay 1350 sqm service centre.



2.2 Facilities Overview



Duhok: Under Construction

Harlem Cars 3S Facility

Duhok, Iraq

Located on the lively Terminal Showroom Complex, this facility will boast a large showroom spanning 1700 sqm, and a 10 bay 1350 sqm service centre.



2.2 Facilities Overview



Al Najaf



Harlem Cars 3S Facility

Al Najaf, Iraq

Jetour's Najaf facility features a 750 sqm spacious showroom, dedicated parts outlet, and an 11 bay 1500 sqm service centre.



2.2 Facilities Overview



Al Najaf: Under Construction

Harlem Cars 3S Facility

Al Najaf, Iraq

This facility will feature 1500 sqm showroom, dedicated parts outlet, and a 11 bay 1500 sqm service centre.



2.2 Facilities Overview



Amman



Harlem Cars 3S Facility

Amman, Jordan

Located on the bustling Mecca St., this facility is strategically positioned in the most premium area for dealerships in Amman. This spacious 1200 sqm facility generates high walk-in leads and footfall.



2.2 Facilities Overview



Ducamz Free Zone, Dubai



Harlem Cars and Atlantic Motors Dubai, United Arab Emirates

Harlem Cars and Atlantic Motors, located at Dubai's Ducamz Free Zone, are very active import and export wholesale facilities exporting cars to Iraq, China, East Europe, Asia, and Africa.



2.2 Facilities Overview



Illinois



Naperville Auto 3S Facility

Illinois, United States

Located in Naperville, IL, Naperville Auto is the distributor of Fiat, Alfa Romeo, and Maserati. The facility contains three respective showrooms and a dedicated service centre and parts outlet. This facility also offers trade-in or sell options, F&I facilities, leasing options, and a car consignment service.



2.2 Facilities Overview



Illinois



Countryside Mitsubishi 3S Facility

Illinois, United States

Located in Countryside, IL, Countryside-Mitsubishi boasts a large showroom, service centre, and a dedicated parts outlet. This facility also offers an extensive scope of services including F&I facilities and trade-in or sell options.



2.2 Facilities Overview



Illinois



Jidd Motors Mitsubishi 3S Facility

Illinois, United States

Located in Des Plaines, IL, Jidd Motors Mitsubishi is equipped with a large showroom, service centre, and parts outlet dedicated to supporting a 'customer-first' buying experience. On-site amenities include a private chef dining area, massage chairs, a gym, and a barber. Moreover, this facility offers services such as F&I facilities, car consignment, and trade-in.



2.2 Facilities Overview



Illinois

GoEVcars 3S Facility

Illinois, United States

Located in Des Plaines, IL, GoEVcars is a multi-brand vehicles facility specialising in electric and hybrid vehicles and offering a wide range of services such as F&I facilities, car consignment, and trade-in or sell.



2.2 Facilities Overview



Illinois



Jidd Motors Service and Body Collision Repair Center Facility

Illinois, United States

Located in Des Plaines, IL, Jidd Motors Service and Body Collision Repair Center is a certified independent maintenance and repair facility.

