



CORPORATE PROFILE



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 45 facilities worldwide** serving our **13** automotive partners – **Jeep, Dodge, Chrysler, Ram, JETOUR, SOUEAST, KARRY, MOPAR, Virgin Oil, Mitsubishi, Alfa Romeo, Fiat, and Maserati**.

Our steadfast commitment is to elevate each industry we engage with by delivering **exceptional quality, unmatched value**, and leveraging our **deep local market expertise**.

Central to our ethos is a focus on **quality** and **ethical conduct**, earning the **trust and loyalty** of our esteemed clientele. Every decision is made with these principles at the forefront, ensuring that we consistently **provide value and maintain the highest standards in all our dealings**.

VISION AND MISSION

Vision

At Harlem Group, we strive to be the standard-bearer for quality and value, continuously raising the bar in our industries. We aim to deliver superior experiences and lasting value for our customers, setting new benchmarks of excellence in every market we serve.

Mission

Harlem Group is committed to delivering exceptional quality and meaningful value to our customers. Through a diverse portfolio and global presence, we focus on enhancing customer satisfaction, maintaining the highest standards, and consistently improving the quality of our offerings across all our ventures.

CORE VALUES

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.

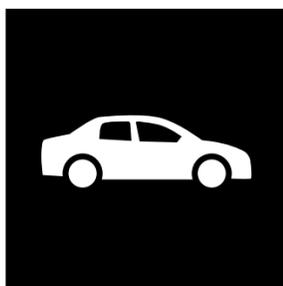
COLLABORATION

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.

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



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.



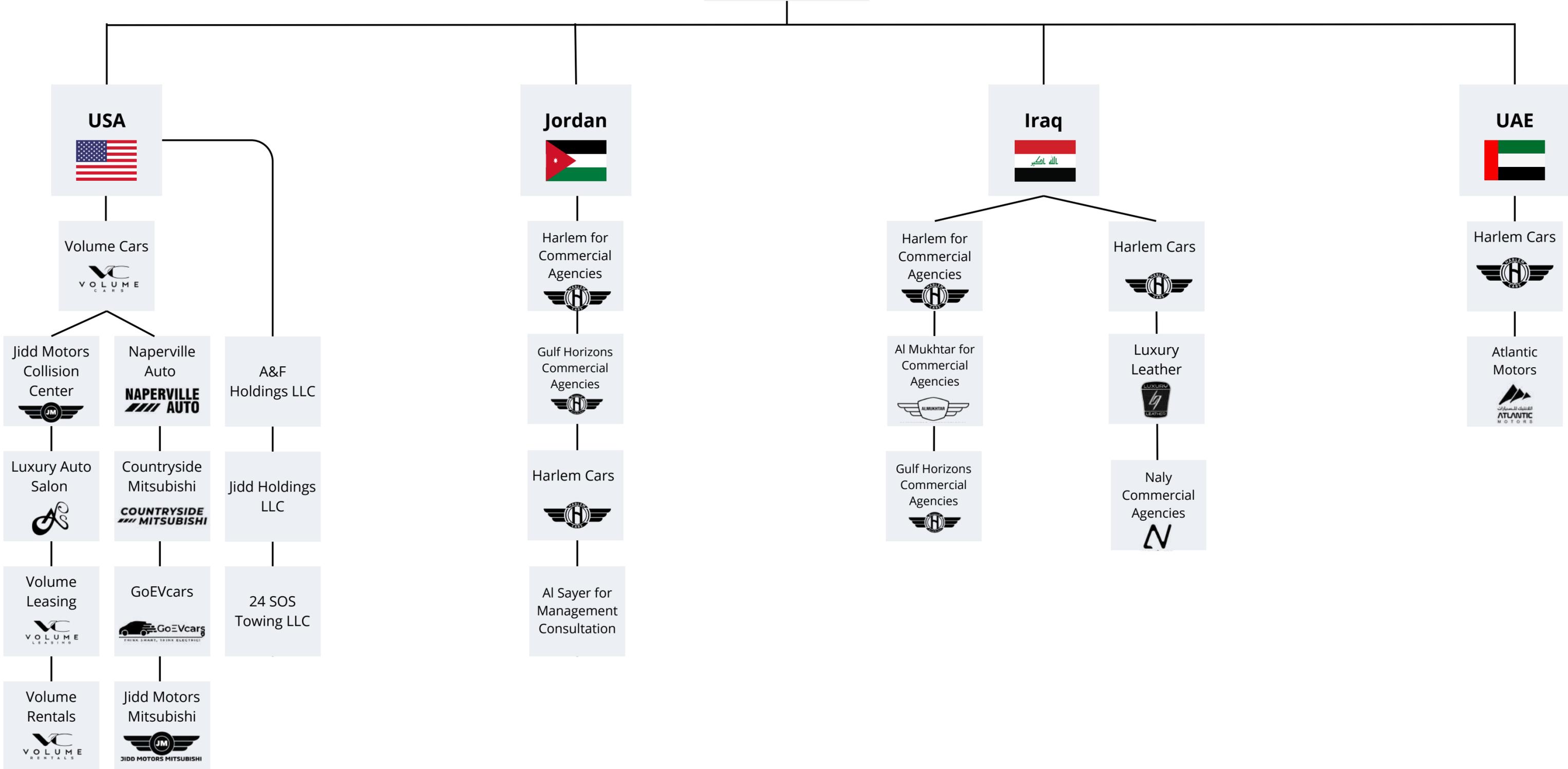
3 - Luxury Watches and Jewellery

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.



01 AUTOMOTIVE DIVISION

- COMMERCIAL AGENCIES
- MULTI-BRAND SHOWROOMS
- CAR RENTAL
- CAR WASH
- TRANSPORTATION SERVICES
- COLLISION CENTER
- LEATHER UPHOLSTERY





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.

FACTS & FIGURES - IRAQ

Stellantis Brands Iraq (distributor since 2017)



- **Highest Middle East market share for Stellantis brands for the past 5 consecutive years**
- **Jeep Grand Cherokee:** Highest Grand Cherokee market share globally for the past 6 consecutive years is achieved by Harlem Group
- **RAM 1500:** Highest RAM 1500 market share globally for 2023 & 2025 YTD is achieved by Harlem Group
- **Chrysler 300C and Dodge Charger:** Highest market share (first and second position) E-Sedan for 5 consecutive years until discontinuation of the two models.

Jetour Brand Iraq (distributor since 2022)

JETOUR

- **Highest Chinese brand market share in every single segment of presence in Iraq**
- **Dashing:** Highest market share Chinese SUV-B and second overall in Iraq 2024 and 2025
- **T2 & X70 Plus:** The two highest market share Chinese SUV-C in Iraq 2023, 2024, and 2025
- **X90 Plus:** Highest market share Chinese SUV-D in Iraq 2023, 2024, and 2025

FACILITIES – IRAQ

JEEP, DODGE, CHRYSLER, RAM



Harlem for Commercial Agencies 3S facility
Erbil

FACILITIES – IRAQ

JEEP, DODGE, CHRYSLER, RAM



Al Mukhtar for Commercial Agencies 3S facility
Erbil

FACILITIES – IRAQ

JEEP, DODGE, CHRYSLER, RAM



**Harlem for Commercial Agencies Showroom
Baghdad**



**Harlem for Commercial Agencies 3S Facility
Duhok**

FACILITIES – IRAQ

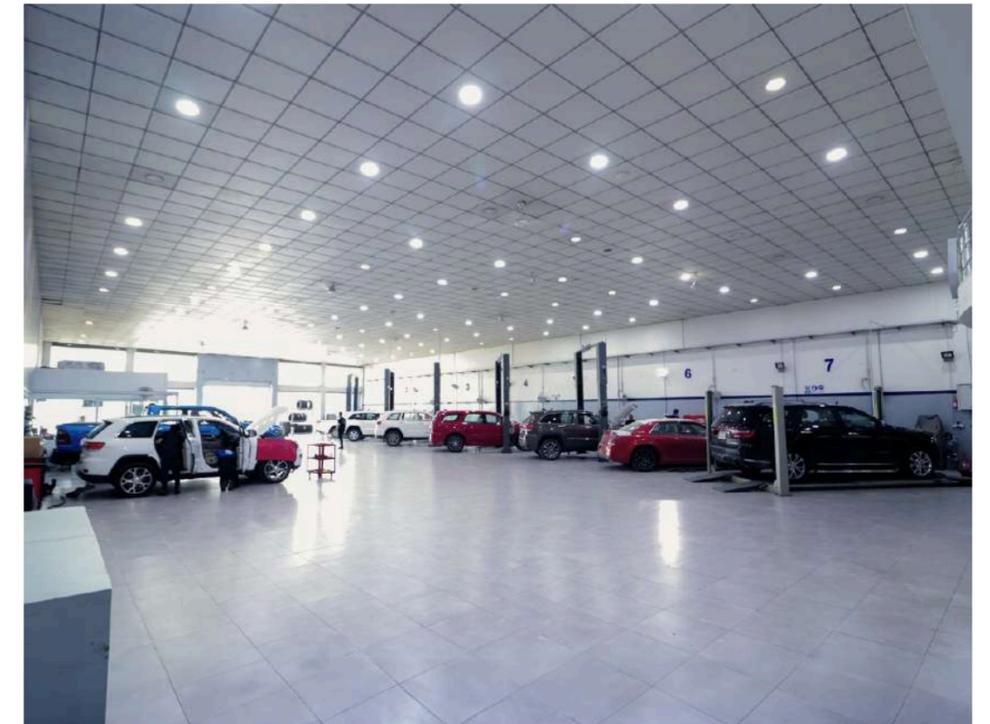
JEEP, DODGE, CHRYSLER, RAM



**Al Mukhtar for Commercial Agencies 3S Facility
Erbil**

FACILITIES – IRAQ

JEEP, DODGE, CHRYSLER, RAM



Harlem for Commercial Agencies 3S Facility
Erbil

FACILITIES – IRAQ

JEEP, DODGE, CHRYSLER, RAM



Harlem for Commercial Agencies Service Center
Baghdad

FACILITIES – IRAQ

JEEP, DODGE, CHRYSLER, RAM – UNDER-CONSTRUCTION



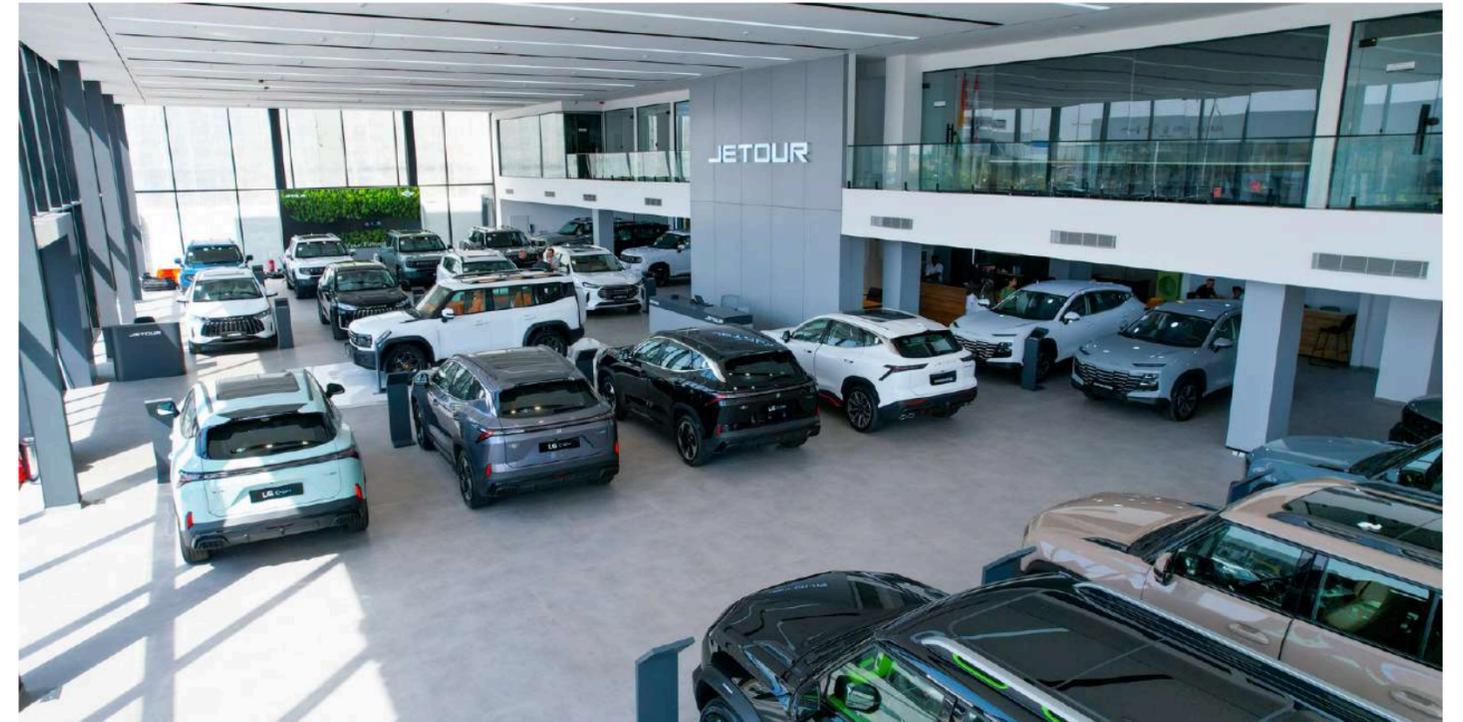
**Harlem for Commercial Agencies
Al-Sulaymaniyah**



**Harlem for Commercial Agencies 3S Facility
(Under Construction)
Najaf**

FACILITIES – IRAQ

JETOUR



Harlem for Commercial Agencies Showroom
Erbil

FACILITIES – IRAQ

JETOUR



Harlem for Commercial Agencies 3S Facility
Duhok

FACILITIES – IRAQ

JETOUR



Harlem for Commercial Agencies 3S Facility
Najaf

FACILITIES – IRAQ

JETOUR



Harlem for Commercial Agencies Showroom
Baghdad

FACILITIES – IRAQ

JETOUR



Harlem for Commercial Agencies Showroom
Kirkuk

FACILITIES – IRAQ

JETOUR



Harlem for Commercial Agencies Service Center
Najaf

FACILITIES – IRAQ

SOUEAST



**Gulf Horizons for Commercial Agencies Showroom
Erbil**

FACILITIES – IRAQ

SOUEAST



Gulf Horizons for Commercial Agencies Showroom
Baghdad

FACILITIES – IRAQ

ERBIL AUTOHUB



Harlem Group's Autohub - 190,000 sqm
Erbil

FACILITIES – IRAQ

ZAKHO AUTOHUB - UNDER CONSTRUCTION



Harlem Group's Autohub - 160,000 sqm
Zakho

FACILITIES – IRAQ

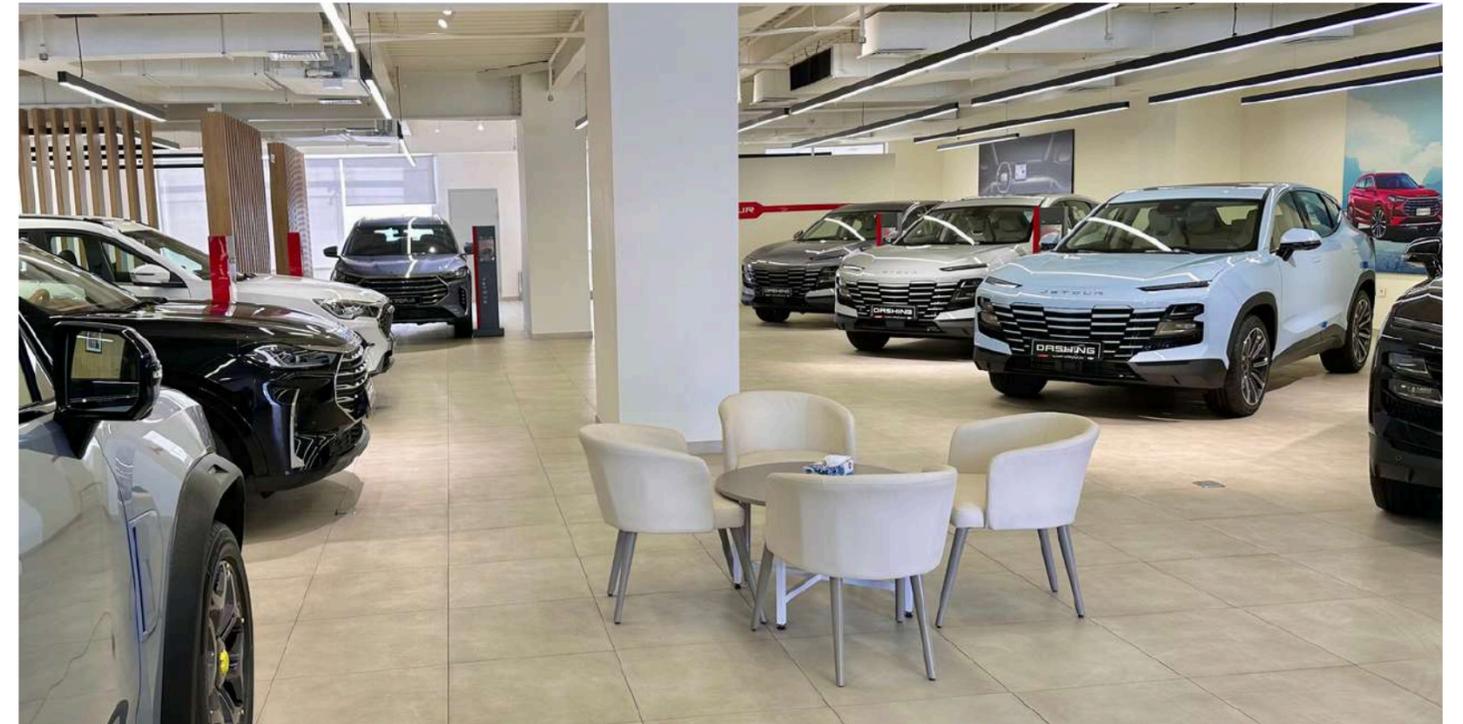
CITY PARTS OUTLET



City Parts Outlet
Erbil

FACILITIES – JORDAN

JETOUR



Harlem for Commercial Agencies Showroom
Amman

FACILITIES – USA

ALFA ROMEO, FIAT, MASERATI



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

FACILITIES – USA

MITSUBISHI OF COUNTRYSIDE



**Countryside Mitsubishi Showroom and Service Center
Illinois**

FACILITIES – USA

MITSUBISHI OF NAPERVILLE



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

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.

FACILITIES – UAE

MULTI-BRAND



**Harlem Cars LLC Showroom
Dubai**



**Atlantic Motors LLC Showroom
Dubai**

FACILITIES – UAE

6-STOREY WAREHOUSE



**Harlem Group's warehouse, located strategically at
Jebel Ali**

FACILITIES – IRAQ

MULTI-BRAND



Harlem Cars Showroom
Kirkuk

FACILITIES – USA

MULTI-BRAND



GoEVcars Showroom
Illinois



1.3 AUTOMOTIVE DIVISION CAR RENTAL

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

- **Atlantic Rentals** in **Dubai, UAE**
- **Volume Cars** Rentals in **Illinois, USA**
- **Volume Cars** Leasing in the **Illinois, 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.

1.4 AUTOMOTIVE DIVISION CAR WASH

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.



FACILITIES – USA

CAR WASH



Luxury Auto Salon
Illinois

1.5 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

**24 SOS Towing
LLC**



1.6 AUTOMOTIVE DIVISION 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.



Jidd Motors Collision Center



1.7 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.

FACILITIES – IRAQ

LEATHER UPHOLSTERY FACTORY



Luxury Leather's Factory
Erbil

02 REAL ESTATE

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 become **Jacob & Co., Century, Etoile, Claude Meylan, Auguste Reymond, L'EPEE, ZRC, Nivada, Mathey-Tissot, Berney, Bellevue, Undone, Excelsior Park, Praesidus**, and **Vincenterra exclusive retailer in Iraq**

Naly Commercial Agencies is actively preparing a **mono-brand boutique for Jacob & Co in Erbil's** Grand Majidi Mall and two **mono-brand boutique in Baghdad's** owned building 'Watch House' and Iraq Mall. Concurrently, **three multi-brand boutiques** are being prepared for the **14 remaining brands**.

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**

