

A well respected partner

By **MOHAMMAD SALEH YOUSUF BEHBEHANI**

PRESIDENT, MOHAMMAD SALEH & REZA YOUSUF BEHBEHANI COMPANY



MOHAMMAD SALEH YOUSUF BEHBEHANI completed his education at Mubarakiya High School, Sharq, Kuwait. He later joined the Ministry of Public Works Department, Government of Kuwait in August 1953. Leaving the Ministry job, he ventured into business by forming the Mohammad Saleh & Reza Yousof Behbehani Company in 1963, a partnership business with his brother, Mohammad Reza Yousof Behbehani. Through his hard work coupled with inborn leadership qualities, determination and enthusiasm, the organization flourished over the years as a prominent well-known family business.

The history of the Behbehani Company dates back to the early years of Kuwait's independence, when the growth and success of this family-run business matched that of the Kuwait economy in the process, reflecting traditional values while focusing on the future.

Set up in 1963 by Mohammad Saleh Yousof Behbehani, President and Mohammad Reza Yousof Behbehani, Vice-President, the company was initially involved in general trading. But within a year, it began focusing on the motor industry, first acquiring the franchise of Acadian and Beaumont from General Motors, then the distributorship for Buick and GMC. In 1973 the company secured the ISUZU franchise, followed by SEAT in 2002 and SUBARU in 2004. As the Gulf economy has taken off over the last decade, the company ventured into several affiliates to sell a range of world-leading brands, among them Chrysler, Jeep, Dodge, RAM (Al-Mulla & Behbehani Motor Company) Pepsi, 7-Up and Miranda, in addition to well-known local brands (United Beverage Company) and further investing in the banking and insurance sector (Kuwait Insurance Company).

After Kuwait was liberated in February 1991, the company set about rebuilding, thanks to its strong pre-war financial and managerial base, forging strong ties throughout the economy with both the private sector as well as state industries, the armed forces, and local and central government.

Through the sole distributorship for GMC, Behbehani has three state-of-the-art showrooms and maintenance facilities staffed with highly skilled technicians for GMC. The company has earned an unbeatable reputation for after-sales and specialised customer service. It also offers vehicle rental and leasing services.

Behbehani's position as the world's largest stand-alone GMC dealer was officially honoured by GM in 2006 and 2010. Record sales figures propelled the brand's global presence through sales of more than 4,900 units per annum. Furthermore, underlining the brand's market strength in the region, GMC is one of the most popular brands in Kuwait. In October this year, the company won a place in the Guinness Book of World Records, after organising the longest convoy of 181 Sierra pick-ups, stretching more than one kilometre and travelling over 40 km distance.

Other Activities

In addition to its leading role in the automotive sector, the company is also involved in other activities with some of the leading companies in their respective fields.

- **Graphic Arts:** Looks after the sales and service of products of Heidelberg Druck Maschinen as well as Goss International Corp. Also represents Polar Mohr Maschinen, Vertriebsgesellschaft, Paul Leibinger, Janecke & Schneemann, Flint Group, Felix Bottcher GmbH, and IDAB WAMAC International AB.
- **Shipping:** A.P. Moller. The sales and distribution rights agreement with Maersk Group dates back to 1950.
- **Insurance:** Chief Agents for the New India Assurance Company since 1953. New India Assurance Company with Mohammad Saleh Behbehani & Co WLL as agents is one of the leading foreign insurers in Kuwait.
- **Watches & Jewellery:** Sales rights for leading brands such as Omega, Balmain and Tissot, as well as Certina and Mido.
- **Tyres:** Behbehani Tyre Centre, the leading distributor for brands such as Pirelli and Ceat.
- **Soft Drinks:** Distribution rights for Pepsi, 7-Up and Miranda through its affiliation in United Beverage Company.
- **Tourism:** A travel agency by the name of Shereen Travels caters to the needs of tours and travel.
- **Real Estate & Investment:** Active in real estate development, management and investment through separate divisions registered as Shereen Real Estate Co. and Shereen Investment Co. This division's activities are not restricted to Kuwait and cover the globe. It has been successful in applying sound investment principles in the local and international financial markets to achieve its objectives.

The company is always on the lookout for new fruitful ventures. A financially sound company that is well represented in Kuwait and wider region, having built up a business founded on integrity, quality and service. The company has always invested heavily in the products it represents and are continually changing and developing to be able to offer new products and improved services to its clients amid changing times. **E**