



## **Kasrawy Group Announced as Exclusive Agent for Luxury Electric Automotive Brand AITO**

**Cairo, April 12, 2025:** Kasrawy Group, a leading distributor of global automotive brands in Egypt, has announced a new partnership with luxury electric vehicle brand AITO, to become its exclusive agent. Through this partnership, Kasrawy Group will introduce the luxury brand in Egypt for the first time to the Egyptian automotive market, as part of the group's strategy to expand its operations and fortify its presence in the automotive market.

At the exclusive signing event, Eng. Mostafa Hussein, Vice President of Kasrawy Group Automotive Sector, highlighted the importance of this strategic partnership, citing years of success in sales, maintenance, and after-sales services and dedication to delivering the highest standards of quality and customer service. Moreover, he emphasized that the partnership with AITO displays Kasrawy's ability to rapidly evolve the automotive landscape embracing the latest technologies, in the electric vehicle sector.

"Kasrawy Group recognizes the importance of not just keeping pace with innovation but proactively adopting cutting-edge technologies. This led to the decision to partner with AITO, a globally recognized leader in the high-end mobility market, known for its significant international success. Through our partnership with AITO, we aim to revolutionize the luxury cars market in Egypt, offering consumers more choice with vehicles equipped with state-of-the-art technology for a modern driving experience," said Eng. Hussein.

Eng. Hussein elaborated on Kasrawy Group's commitment to providing the best services to its customers through a wide network of showrooms and service centers across Egypt, ensuring a distinguished and convenient purchasing and maintenance experience.

Similarly, Mr. Wang Feng, Vice Chairman of Seres Group Overseas, owner of AITO luxury brand, expressed strong confidence in its partnership with Kasrawy Group, stating: "AITO is a leading brand in the luxury electric and hybrid vehicles sector, providing smart and advanced solutions that meet the needs of consumers seeking high performance and cutting-edge technology. Through our partnership with Kasrawy Group, a leader in Egypt's automotive market, we expect our brand to gain significant traction across the country and meet the growing demand for advanced electric vehicles."

AITO is committed to delivering vehicles that blend luxury with energy efficiency, making them an ideal choice for customers who seek exceptional value while prioritizing environmental sustainability. The AITO brand offers four main models:

1. AITO M5: A compact luxury crossover launched in 2022.
2. AITO M7: A mid-size luxury SUV introduced in April 2022.
3. AITO M9: The largest model in the brand's lineup.



#### 4. AITO M8: A large crossover vehicle.

Since its establishment in the 1970s, Kasrawy Group has solidified its position as a leading player in Egypt's automotive sector, serving as the exclusive agent for a wide range of renowned brands such as Citroën, Jetour, JAC, and IVECO.

With the addition of AITO to its portfolio, Kasrawy Group reaffirms its commitment to providing the latest innovations to its customers and strengthening its position in the Egyptian market as a leading provider of modern and sustainable mobility solutions.

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#### **About Kasrawy Group:**

Established in the 1970s, Kasrawy Group is known today as the exclusive agent of a wide range of international automotive brands in Egypt. The group boasts a vast network of car service centers and automotive showrooms across the country, ensuring exceptional and convenient customer service for all its clients. Kasrawy Group employs a team of highly-trained and dedicated calibres, known for their excellence in both sales and customer service, a key pillar for the group's track record of international recognitions and international awards for customer satisfaction.

In 2009, the group was announced the exclusive agent for Golden Dragon, a prominent commercial vehicle brand; solidifying its reputation as a dominant force in Egypt's automotive market. Over the years, Kasrawy Group has continued to diversify and expand its portfolio, becoming the sole agent in Egypt for prestigious brands such as Citroën, Jetour, JAC in the IVECO, and JAC Motors commercial vehicles.