

FOR IMMEDIATE RELEASE

General Motors continues work to reduce counterfeit parts in the Middle East

- Led by GM Customer Care and Aftersales division ~~to improve, the campaign averts potential threat to~~ the safety of motorists and other road users
- The automotive component market in Kuwait is estimated at just over \$1.2 billion

Middle East, XX March 2018 – As part of General Motors' ongoing efforts to highlight the dangers of purchasing counterfeit parts, the American automotive manufacturer is working with a number of anti-counterfeit and consumer protection bodies in Kuwait. Through its Customer Care and Aftersales division, GM and its longstanding Kuwait dealers, Yusuf A. Alghanim & Sons Automotive and Mohammad Saleh & Reza Yousuf Behbehani Company, are conducting workshops about the detection of counterfeit parts, including GM and ACDelco wholesale parts as well as ACDelco locally made batteries in the Middle East.

Supporting the Ministry of Commerce and Industry, Customs, and the Financial Crimes Combating Department in Kuwait, the sessions will highlight how to identify genuine ACDelco and GM products from fake parts, and provide key tools to distinguish the differences.

Often presented as a more economical option in favor of authentic products, fake parts frequently have a higher cost, and not just financially. Fake parts can lead to mechanical problems, breakdowns, accidents, and personal injury. The removal of counterfeit parts in the market will benefit the large number of motorists in Kuwait.

With over 1.9 million vehicles, Kuwait has the third highest number of vehicles place in the GCC after Saudi Arabia and the United Arab Emirates. According to a recent survey conducted by leading market research company Frost and Sullivan about the Kuwait automotive component industry landscape, the market is worth approximately \$1.2 billion.

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Mohammed Al Fayyad, Director – Customer Care and Aftersales, General Motors Middle East, commented: “Working with Kuwait’s consumer protection bodies provides a valuable opportunity to help eradicate dangerous counterfeit parts in a key Middle East market. General Motors develops a diverse range of genuine GM and ACDelco wholesale parts of the highest quality - our priority is ensuring that our customers are protected, and provided with premium products adhering to our exacting standards.”

“The auto components market in Kuwait is vast and General Motors is committed to minimizing the chances of customers unknowingly purchasing low quality and potentially dangerous fake parts.” Al Fayyad added.

General Motors has consistently worked with authorities across the Middle East to combat the production and sale of counterfeit parts. In 2017, in the United Arab Emirates, some 158,400 ACDelco fake spare parts were discovered in a joint operation between the Department of Economic Development – Ajman and Ajman Police; General Motors was closely involved from the moment of the first raid right through to the destruction of the parts. In addition, law enforcement agencies and Customs in Saudi Arabia, also in cooperation with General Motors, previously seized more than 50,000 ACDelco counterfeit products.

Yusuf A. Alghanim & Sons Automotive was the first General Motors distributor appointed in the GCC, founded in 1948. Mohammad Saleh & Reza Yousuf Behbehani Company is also one of the top five oldest distributors in the network, starting out in 1963. Combined, the two distributors run eight stores, providing customers’ access to genuine, high grade ACDelco and GM wholesale parts in Kuwait. General Motors spare parts obtained from the distributors are also available from a variety of retailers in the country.

To learn more about the vast selection of more than 90,000 GM Genuine and ACDelco parts across 37 lines, visit: <http://www.acdelcoarabia.com/>

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About Customer Care and Aftersales:

Customer Care and Aftersales is a business division in the General Motors Middle Operations that

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includes all aspects related to vehicle servicing, customer service and support, genuine GM and ACDelco wholesale parts, ACDelco locally made batteries, supply chain logistics, and vehicle parts warehouse operations.

About ACDelco:

ACDelco is the exclusive Original Equipment parts brand for Chevrolet, GMC and Cadillac, as well as provider of premium aftermarket parts for most other makes and models. Other available applications include off-road, marine and industrial. With a century of history behind it and nearly 90,000 parts across 37 product lines, ACDelco is the preferred choice of professional technicians and do-it-yourselfers in more than 100 countries. To find an ACDelco Service Center or parts dealer in your area visit www.acdelcoarabia.com.

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