



مجموعة نيو ايست  
NEW EAST GROUP

YOUR  
AUTO  
PARTNER



COMPANY  
PROFILE

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NEW EAST COMPANY



# مجموعة نيو ايست NEW EAST GROUP



In the world of increasingly sophisticated engineering, there is a need and demand for high-quality and reliable aftermarket automotive spare parts. New East Group offers the best of the brand, great products, and outstanding customer service. We have been successfully serving automation businesses since 1992. We are the largest importer & distributor of aftermarket automotive parts in the United Arab Emirates; moreover, New East Group operates worldwide and provides support through phone, e-mail and online to our customers in Europe, Middle East and South-East Asia.



## Our Proud

New East Group and Aisin's joint venture business intends to focus on sales and cover the customer needs in the Middle East & African territories. "AISIN" a Member of Toyota Group of Companies, promisingly resolving environmental and social challenges through its product and services for a sustainable society

**We pledge- Inspiring "Moment," Creating Tomorrow.**





## Chief Executive Officer

**Focus, Nurture, and Continuity make up the core attitude of New East Group, as a global leader in the aftermarket automotive industry we uphold the vision to be on the top of the industry by maintaining quality services by providing a complete range of products and being the number one choice for all our customers.**



**For more than Three Decades, New East has been committed to providing the best parts, prices and customer service in the automotive aftermarket industry.**

**Today New East is one of the leading auto parts distributors worldwide. We continually focus on meeting customer needs through our extensive selection of quality auto parts, customer service, and industry-leading warranties.**

**Looking forward, New East Group is committed to creating new progressive approaches to its operations to exert a strong positive influence; to make the world a better place.**

**AHMAD JUMA AHLI**  
**Chief Executive Officer**

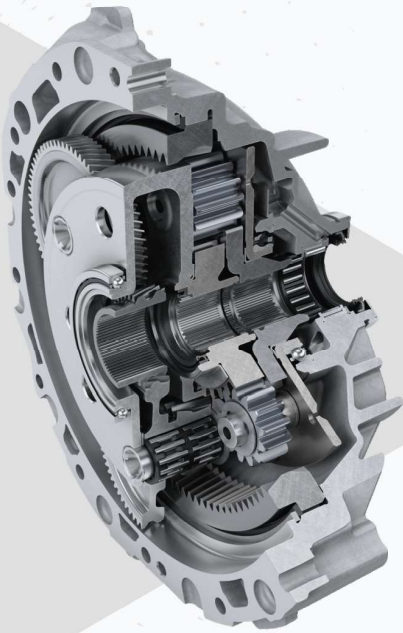




## MISSION & VISION



### Company MISSION



Our mission is to continue what the company's founders built through values and deliver high quality, value added services under the leadership and experience of a skilled team members and management team by focusing on quality, honesty and commitment to our customers. We conduct our business in a socially responsible and ethical manner where we earn & gain the trust of our customers, employees and the community as a whole.

**"TO BE THE BEST IN WHAT WE DO"**

Our vision is to maintain as one of the top dealer of authentic Asian made automotive spare parts locally and also in international market and maintain to be always there top choice of the customers.

**"OUR BELIEF IS THAT A SATISFIED CUSTOMER IS THE WAY OF OUR GROWTH"**



### Company VISION

مجموعة نيو ايست  
NEW EAST GROUP



## Experience & Expertise



New East Group has been serving automotive businesses since 1992. We are the largest importer & distributors of aftermarket automotive parts in United Arab Emirates. We are a proud member of Auto Parts APMG, an industry-recognized organization that certifies and aims to create a support community for all Auto Parts Merchants in Dubai.

People are at the heart of everything we do at New East. We continually invest in our highly skilled team to ensure we progressively advance our organization and meet the future needs of the automotive aftermarket.

Being the best in our field is the trademark of our company. We consistently strive to achieve zero lost sales and zero late deliveries for each and every customer. Our co-workers are the backbone of our business, they are highly motivated and passionate about what they do specially providing incomplete customer support.

### Facts:

Over 200,000 automotive parts for Asian vehicles in stock around 168 brands.

With over 52,000 Square Meters of space, we carry one of the largest inventories of aftermarket parts in the UAE. Well trained & skilled staff dedicated to provide outstanding customer service.

We deliver your orders anywhere in UAE and globally.

We cater domestics and international delivery everyday.

**RISING**  
COMPANY

**FAST**  
**GROWING**

### Our Development:

Year      Offices

1992  Deira, Dubai, United Arab Emirates

2012  Muscat & Salalah, Sultanate of Oman

2016  JAFZA, United Arab Emirates

2018  Riyadh & Jeddah, Saudi Arabia

2020  Osaka, Japan





# AWARDS & RECOGNITION



# LEADING COMPANY





## OUR WAREHOUSE



We provide domestic and international delivery services:

### DOMESTIC SERVICE

We offer domestic Transportation Service to our clients within UAE on daily basis.



### INTERNATIONAL SERVICE

We make every effort to pack and ship the orders within 48 business hours and We ship globally on a daily basis.

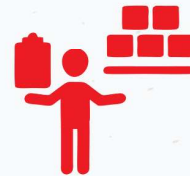


With the support of well developed infrastructure and with the skills of large team of high professionals, New East has earned the trust of their customers by delivering the service in a well organized and professional way.

Receiving



Storekeeping



Pickup



Packing



Logistic



Dispatch



# RAPID DELIVERY SERVICE





## Delivery Operation



The integral part of any business delivering parts is its extraordinary and robust supply chain; for this exact reason, New East group is strategically located in Dubai to cover the length and the breath of the entire world.

New East warehouse is digitalized with an updated warehouse Management System. Our warehouse in JAFZA-Dubai, is spread across 52,000 SQM equipped modern facilities of storage, packing, distribution and a well-trained workforce. We have always focused on inventory and time management; our goal is to have the products as that our customers want to keep in stock; therefore, over 20,000+ line items are in stock and ready for delivery.

We are operating domestic and international delivery everyday.



## Ground Operation teamwork







## Our Valued Team



New East Group growth is a product of its unique culture. First and foremost, we value our people. We believe that it is our people who have been the drivers of our success. We believe that if our employees are valued and cared for, they will value and care for their customers, suppliers and teammates. Moreover, we have the largest aftermarket showroom in banyas with experienced professionals to serve our customers globally. Just as stress promotes stress, so too does caring promote caring.

### **We value our Suppliers**

We seek to build strategic and long-term relationships with suppliers that are committed to continuous improvement in quality, short lead-times, and on-time deliveries. We seek to support suppliers that are dedicated to competitively pricing of their products and services to us.

Finally, we believe that a **“company without a compelling culture is like a person without a personality – flesh and bones but no life force, no soul.”** Henry Mintzberg

# Unique TEAM





# Our Reach



## EXPORT OPERATIONS

We are the leading exporters for Japanese and Korean vehicles spare parts to many countries in the world.

### AFRICA

- ALGERIA
- BENIN
- BOTSWANA
- BURKINA FASO
- BURUNDI
- CAMEROON
- CAPE VERDE
- CHAD
- REP. OF CONGO
- DJIBOUTI
- EGYPT
- EQUATORIAL GUINEA
- ETHIOPIA
- GABON
- THE GAMBIA
- GHANA
- GUINEA
- IVORY COAST
- KENYA
- LESOTHO
- LIBERIA
- SUDAN
- LIBYA
- MADAGASCAR
- MALI
- MAURITANIA
- MAURITIUS
- MOROCCO
- MOZAMBIQUE
- NAMIBIA
- NIGER
- NIGERIA
- RWANDA
- SAO TOME & PRINCIPE
- SENEGAL
- SOMALIA
- SOUTH AFRICA
- TANZANIA
- TOGO
- TUNISIA
- UGANDA
- ZAMBIA
- ZIMBABWE

### MIDDLE EAST

- SAUDI ARABIA
- KUWAIT
- BAHRAIN
- OMAN
- LEBANON
- IRAQ
- YEMEN

### EUROPE, RUSSIA & CIS

- EUROPE, RUSSIA & CIS
- CZECH REPUBLIC
- HUNGARY
- ROMANIA
- MOLDOVA
- SLOVENIA
- SLOVAKIA
- BULGARIA
- UKRAINE
- BELARUS
- SERBIA
- ALBANIA
- KOSOVO
- MACEDONIA

## DOMESTIC NETWORK

Our strong dealer network help us to exceed the expectations of our customers all over the nation covering all the emirates by keeping a good and long term business relationship.

## AUTOMOTIVE PARTS SOLUTION



# New East

## SUBSIDIARIES

To cater the needs of modern world and to diversify the scopes of working, we have the following companies, which come under the umbrella of New East General Trading:-

The 100% subsidiary company established in the year 2010 predominantly focusing on the most sought after brands Taiho and TP with an ultimate objective to uplift the brand image in a most professional way.



Commenced operation in 2007 in KSA considered to be one of the biggest and the largest automobile market in the world. The major product portfolio is AISIN, Abestra, FM & CTR. It is one of the fastest growing company with whopping volume of sales which eventually forced us to open our second branch in Riyadh after Jeddah.



Our second exclusive retail outlet has opened its operation in the year of 2013 in the land of opportunities - Dubai. The primary objective of the retail arm is to cater the market with the durable shock absorber brand - KYB.



Our first overseas arm started its operation in the year 2012 at our most promising neighbouring country - Sultanate of Oman. The primary objective is to cater the aftermarket demand with the most reputed and reliable line of products.



NEXUS is a growth accelerator for progressive companies in the automotive & heavy duty industry, New East is one of the member.

## N! NEXUS

# Our Products



## ABESTA

Federal Motors England have developed Abesta **shock absorber** for the aftermarket with best specification, long lasting, with a moderate value shock absorber, Innovative designs with a huge range and outstanding quality thanks to our extreme testing processes Fitting ABESTA shock absorber it is brilliant way of offering improved safety on the road for all drivers.



## ADVICS

ADVICS's premium **brake pads** achieve higher level of safety based on engineering expertise and know-how from OEM business. Providing the well-balanced products globally, that has characteristics which usually conflicting requirements, such as brake effectiveness, fade, wear, squeal, vibration and noise.



## AISIN

Based on the philosophy of "Quality First," the Aisin Group offers a wide lineup of products covering almost every automobile-related field, including Powertrain, Chassis & Vehicle Safety Systems, Body and ICT & Electronics related products. Moreover, one of the main products in aftermarket is **Clutch, Lubricant, Water pump and Master Cylinder**.



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## AKEBONO

For replacement **brake pads** that are designed for your vehicle, trust the name that manufacturers trust—Akebono brake pads. Manufactured from carefully selected materials designed to help minimize and/or virtually eliminate unwanted brake dust, Ultra-Premium brake pads provide consistent, smooth stopping power across a wide range of driving conditions, including panic stops.



## ART

With high quality and functionality, our original "ART" **pistons** are working inside of many engines to fulfill functions such as improving comfort and safety that are required by vehicles, and to address global environmental issue. ART pistons, which are on the cutting edge of technology trends such as high mileage and high output power, are widely used for passenger cars, commercial cars, outboard engines, general-purpose engines.



## ATC

ATC, AUTO TOP CO., LTD. are a Korean manufacturer of auto parts, specializing in producing **water pumps, oil pumps and damper pulleys and thermostat** which are important engine parts for automobiles. ATC have produced products with a ceaseless research and development and continuous quality management since 1993.



## BANDO

Bando has grown to become a global supplier of power transmission belts and conveyor belts, based on our rubber and elastomer processing technologies. Bando supplies high quality **Engine Belt and V-Belts** for both the OEM and the aftermarket of auto spare parts.



## CAMELLIA

As a leading timing driver system supplier, camellia invests significant resources into the development of automotive parts such as **timings chains** and other parts. They supply products for high-performance and low-noise engines by their timing chains.



## CHERRY GASKET

CHERRY GASKET has received FINE and WORLDWIDE REPUTATION in the market for about 70 years. They are committed to provide **gaskets** with the pride as OEM approved by many Japanese automotive manufacturers.



## CTR

CTR is very specialized in **Suspension and Steering parts** which has very important function in conformability and safety in driving cars. CTR is OE supplier such as Hyundai-Kia, Renault-Nissan, VW, BMW, etc. all around the world.



## DIAMOND

In 1937, diamond electric, started manufacturing and marketing **automotive ignition** coils in Japan and have been OEM supplier for most of the world's automobile manufacturers. Diamond have established a global production system throughout in USA, Europe and Asia, providing the best quality products from all over the world.



## DOKURO

Dokuro is very well known brand appreciated all over the world, having 60-years' experience in the production of engine valve for exclusively aftermarket. Dokuro has produced **engine valve** since, they have succeeded at building up the wide network customers throughout the world.



## FIAMM

**FIAMM Energy Technology is a multinational company engaged in the production and distribution of batteries and accumulators** for motor vehicles and for industrial use born following the separation from FIAMM Group of the business of automotive batteries and industrial batteries with lead-acid technology.



## FIC

FIC is a well-known brand which was established in 1955 as a manufacturer of **brake and clutch cylinders, assembly, repair kit, brake hose and those rubber parts** with high quality and wide variety of products which is made in Japan.





# Our Products



## FK/MASSIMO



FK/MASSIMO oils are the ultimate **engine oils** with has come out to gather from the highest quality base oil and state-of-the-art oil technology. It is the brand that you can trust to realize the full potential of your automobile. FK/MASSIMO oils, 100% made in Japan, are produced and packaged under the strict Japanese production quality systems.



## FM



FEDERAL MOTORS **Brake pads and Brake Shoes** products are made to OEM Standards and Quality levels and that confirm in the function and fitness to the respective vehicle manufacturers Braking System. All our Brake Pads and Brake Shoes are made of high quality Non-Asbestos friction materials.



## FUJI



FUJI brand **carbon brushes** are made by FUJI Carbon Manufacturing Co. in 1935. They have carbon brushes for automotive. Their Japan made products have superior quality which is proved by quality control, strict observance of specification and rigorous inspection before delivery. This is why Japanese major electronic and motor manufacturer uses FUJI.



## GMB



GMB is the world's largest designers and producers of automotive products. GMB **universal joints, Water Pumps, tension idler** and. All products are engineered, designed and built utilizing the strictest design and manufacturing guidelines, with the finest quality assured as OEM. The GMB brand is recognized globally for offering the finest automotive parts available.



## GT



GT is specialized in manufacturing high standard **Ignition coil and carburetor** for the aftermarket segment. All their products are engineered with high quality standard. GT is the No.1 Leader for aftermarket in terms of carburetor and Coil especially for Japanese vehicle.



## HI-Q



For more than 50 years, Sangsin Brake has diligently researched and developed **brake pads and shoes linings** and other vehicle friction materials. With a focus on quality, Sangsin manufactures original equipment and service parts for some of the world's leading automotive manufacturers, premium global retailers and its own brands.



## ISUZU



ISUZU **Genuine Parts** are designed and tested to provide your vehicle's optimum performance in a long period of time. Isuzu Genuine Parts have been manufactured based on drawings designed of approved by Isuzu Motors.



## IZUMI



Since established in 1961 IZUMI has specialized in production of **roller / timing chains** and have grown together with industry of Japan for more than 90 years. Izumi has gained remarkable achievements from domestic and overseas customers for outstanding technology and excellent quality of the products.



## KIC



World leader in **Oil pump** manufacturer based in Japan, KIC is the major OE supplier for various light and commercial vehicle manufacturers across the globe. KIC also has wide presence all across the globe in after market segment



## KOITO



KOITO lamp systems offer **automotive bulbs** suitable for every driving condition, making nighttime driving safe and relaxing. As a leading automotive lighting equipment manufacturer, Koito will continue to develop the newest and the best technologies.



## KOYO



Koyo brand has established itself with automakers and industrial manufacturers around the world and has attained ISO/TS 16949 certification at all of our bearing manufacturing and sales facilities. **Koyo is the JTEKT Corporation brand for Bearings.** JTEKT engineering and manufacturing capabilities range from super large bearings with outer diameters of seven meters to miniature bearings with inner diameters as small as one millimeter.



## KOD



Using innovative technologies & forward-looking design, KOD delivers quality **spark plugs cables.** These cables are fully water proof fitting, fully radio suppresses, petrol and oil resistant and easy to fit.



## KYB



KYB is one of the world's largest manufacturers of **shock absorbers** and it is also the world's largest suppliers of OE shock absorbers to vehicle manufacturers. Nearly one in every four vehicles built comes with KYB shocks and struts. KYB has manufacturing facilities in Japan.



## KYOSAN



All efforts of KYOSAN have been focused on manufacture for **Fuel pump** system and integrating the entire system, Kyosan provides quality and reliable products delivering the performance edge and value your vehicle.



## LIQUI MOLY



LIQUI MOLY offers a unique range of premium quality motor oils, additives, car care products, chemical repair tools, service products, glues and sealants. Liqui moly is Germany's most popular lubricant brand.



# Our Products



## METAL

METAL is one of the leading **Cylinder Head** Manufacturers with high quality standard. Metal provides wide range of Cylinder head assembly for across models of Japan and Korean vehicles.



## NDC

**Automobile Bearings** are the cornerstone of NDC operations and have been adopted by all Japanese automobile manufacturers. The high-technology engines of today impose sophisticated demands as high performance and high efficiency.



## NTK

NTK **Oxygen sensors** is one of the leading automotive suppliers. Specialized in the fields of ignition and sensor technology, its product portfolio comprises spark plugs, glow plugs, ignition coils and ignition lead under the brand NGK Ignition Parts.



## RIKEN

Riken manufactures **piston rings** that operate as critical, functional parts in an internal combustion engine. Today Riken is helping its vehicle manufacturer, customers develop environmentally friendly vehicles by providing a variety of piston rings that are designed and produced with advanced engineering and technology.



## SHIMAHIDE

SHIMAHIDE offers full line of **fan clutch** and the main product lines are for Japanese & Korean pick-up, truck and passenger car, covering all major brands; Isuzu, Toyota Mitsubishi, Honda, Suzuki, Mazda, Hyundai and Kia.



## MUSASHI

Musashi have been producing **Oil Seal, O- ring** and other products for many years. Musashi goal is to satisfy their customers' demands by supplying what is demanded when it is needed at minimum cost.



## NGK

NGK has the technology to produce **spark plugs** for every type of automotive engine NGK Spark Plugs and is the largest OE supplier and manufacturer of spark plugs NGK has led the industry in technology, innovation and world class design of its entire product line. You can depend on NGK for quality and reliability.



## OSAKA

Osaka offers safety and security based on the concept of products that are good for the automotive industry they produce quality **Bolts Nuts Rivet Washers** which are made in Japan.



## NAPCO

NAPCO is one of the leading Japanese manufacturer for **Carburetor kits**. Since its establishment in 1967, they have been continuing to be particular about 100% Made-in-Japan from material to everything for over 45 years. Using the Japanese form of high-quality production creates their trustworthy products.



## NILES

Niles has been a leading manufacturer of **automotive switches** for many years. Its dominance in making products has been very evident in various parts of the world.



## OSK

OSK **engine timing components** consists of Timing kit, Timing set, Chain Tension-er, chain guide, gear etc. It is perfectly suitable for all kind of Japanese and Korean vehicles.



## SAR

SAR brand are distributed globally to all major regions. 100% tested and verified with D&V STR - 10 Test Benches, vacuum and leak test and computer tested, the brand owns the best **rebuilt STARTERS, ALTERNATORS, C/C COMPRESSORS** and **STEERING PUMPS** in the world with OEM quality.



## SEIKEN

SEIKEN products especially rubber parts are supplied to Japanese and international OEM, gaining us reliability both in the OEM and in aftermarket industry. Main parts are brake part like **Brake Master Cylinder, Master Cylinder Repair Kits, Wheel Cylinder, Wheel Cylinder Cup kit and Brake Fluid**.



## SL TECH

One of the best quality **Fuel Pump and Tank fuel filters** for all Japanese and Korean Vehicles availability in the market. It has widely accepted in many countries for its Quality Standards and durability.



## STAR

STAR organization specializes in manufacturing and supplying a dependable range of study Hydraulic Brake Service Parts for several light commercial and passenger vehicles such as **master cylinder** repair kits. Their product range is manufactured with top-quality automotive aftermarket producers.





# Our Products



## TAIHO

TAIHO is one of the leading manufacturers in the world, specialized in plain bearings such as **engine bearings, formed bushings, thrust washers** etc. for automotive application. Based on long experience since TAIHO was established in 1944 registered with ISO/TS 16949:2002, which is an international standard of quality system for the automobile industry and have received a high reputation from customers as TAIHO means Reliability.



## TAGA

TAGA original parts is a multinational auto parts corporation headquarters in Taipei-Taiwan since 2003. TAGA offers a wide range of quality and reliable and auto components like **Fuel Pump, CV Joint, Brake Discs and Control Arms**. TAGA is the only brand which customers always specify.



## TAMA

TAMA Enterprise Inc. is one of the Top OE manufacturers of the **thermostats** for automotive manufacturers over 20% share of the OE market worldwide. TAMA also manufactures variety of other products such as thermo-switches and is higher and more compact than another type.



## TCIC

It is Korea's best quality company specialized in manufacturing an automotive **master cylinder**. It supplies to the auto brands in Korea by the automotive cylinder manufacturing know-how that has a tradition of sixty old years.



## TERADA

Terada is a leading Japanese manufacturer or **suspension and steering bushings** and repair kits. Feature a more precise pressure valve that helps in increased precision by insuring a more constant cooling system pressure, resulting in improved performance.



## TEZUKA

Tezuka is a supplier of automotive **suspension bushing and drive shaft center supports and bearings**. All Tezuka products are designed for direct replacement applications. They are based on the standard specifications of factory automobile components. That way, they are easy to fit and install in place of original equipment's or those of the factory components in the vehicle.



## TOYO

TOYO brand **Universal Joint** warranted with strict quality control and rationalized production system to meet original equipment standard. Since its establishment in 1982, TOYO is one of the leading brands of Universal in the industry up to today.



## TP

Since its foundation in 1939, TPR has gained the trust of customers around the world with power train components such as **piston rings and cylinder liners** based upon its vast accumulation of technology materials processing and surface treatment.



## TSB

TSB Premium quality made in Thailand. Expertise and decisively forefront development. Storage Battery Public Company Limited has **evolved enormously vehicle technology and innovative competence** more than 3 decades. This can be guaranteed that Thai Storage Battery Public Company Limited has successfully well-placed own development in the automobile industry.



## TSK

TSK is leader in **control cable technology**, with superior durability and flexibility, priding on the largest market share in OE Business to all Japanese car makers. TSK control cables have been well received not only in automobile, but also in variety of fields, such as marine vessels, construction equipments etc.



## TUFLONG

Tuflong Battery offers various type of batteries including **Maintenance-Free car Battery, Wet Battery Dry Battery**, and Hitachi Commercial Battery as 100% Japanese technology. Tuflong car Battery is also one of global brand and has long experience as the OEM supplier.



## UNION SANGYO

UNION SANGYO produces a wide range of **oil filters & fuel filters** and supplies to Japanese Domestic companies and aftermarket all over the world. They have a good name for products quality favorably compare with genuine products with high cost performance.



## VIX

VIX Futaba Electric Works Co. **Electric Parts** – Radiator Cap is a high-pressure type that increases the pressure inside the radiator, thus raising the coolant boiling point and increasing cooling efficiency. Made in Japan



## WIX

Since 1939, WIX® Filters has been an innovator in filtration products. **WIX designs, manufactures and distributes products for automotive, diesel, agricultural, industrial and specialty filter markets**. Its product line includes oil, air, cabin interior, fuel, coolant, transmission and hydraulic filters for automobiles, trucks, off-road equipment and manufacturing applications.



## 555

555 is specialized in **suspension and steering-related parts** and continue to satisfy the demands of customers around the world. 555 are currently used as critical safety parts in more than 120 countries around the world. 555 accounts for 98% of Sankei Industry's product supply.



# مجموعة نيو ايست NEW EAST GROUP



Jabel Ali HQ



Deira Branch



Profile QR

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