



**DYNATRADER  
AUTOMOTIVE  
GROUP**

AUTOMOTIVE EXCELLENCE YOU CAN TRUST





# DYNATRADE

BUILT ON TRUST...AND LONG-TERM RELATIONSHIPS



United Arab Emirates...The most vibrant country in the region, and a thriving international business centre. Where commercial enterprise and exciting living go hand in hand - setting the scene for an unprecedented economic boom. Home to Dynatrade Automotive Group - one of the region's fastest growing and most respected names in Automotive Products & Services.



Dynatrade Automotive maintains a global outlook - reaching out to a rapidly expanding base of customers and business associates across the world. Forging lasting bonds and strong relationships through trust, quality and professionalism. Consolidating as a reliable single source solution for a wide spectrum of automotive products and services – Vehicles, Construction Equipment, Aftermarket Parts for Automotive & Machinery, Tyres, Batteries, Automotive & Equipment Service, Pre-owned Vehicles and more.



# Strong Foundations. Enduring Values.

We are a business house built on strong foundations. With well-developed infrastructure and skills of a large pool of highly qualified professionals. Passion for customer care is the driving philosophy across the organisation. And business is viewed as a platform to build enduring friendships.

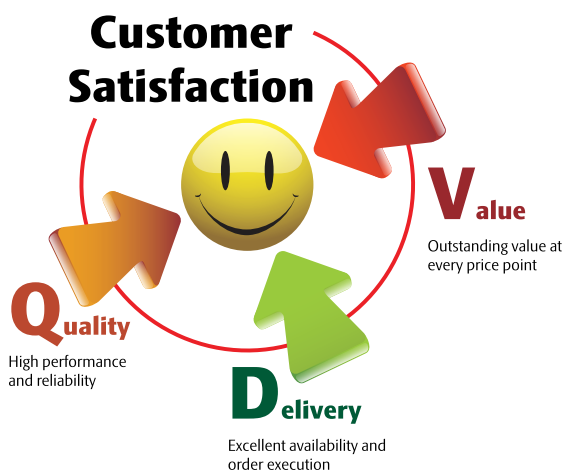


## The Team

Our greatest asset is a resource pool of well-trained professionals who provide a cutting-edge in every area of operation. A senior management team comprising of some of the region's most experienced Business Managers and Engineers, who consider the organisation's growth as a great source of personal satisfaction.

## Customer-centric vision

At Dynatrade, the customer remains the focal point of all operations. Attention to detail in all aspects of service has helped us maintain good relations with a wide spectrum of customers, from individuals to institutions.







## World-class IT Infrastructure

The latest IBM AS400 systems and leading-edge technologies for data management, interlinked on a real-time basis to the central computer enable the whole organisation to function seamlessly and effectively.



## A Single Source Solution

Investments in the form of an extensive 40,000 sq.mt. logistics facility enable us to pass on dual benefits of easy availability and efficient delivery to our customers. Making us the prime choice in Genuine, OEM and high quality After Market Parts among quality and value-conscious customers.



## International Partnerships

The list of our international business partners reads like the who's who of automotive and construction equipment world. We work closely with pioneering names from Japan, Korea, America, Europe and Asia to effectively cater to the increasing needs of our customers.



# European Truck and Car Parts

## Best single source for High Quality Replacement Parts

As UAE's market leaders in OEM and equivalent quality parts for European Trucks, Trailers and Cars, we offer a world-class product range. Ability to offer an excellent range and availability at fair prices has enabled us to achieve leadership status.



### European Truck and Trailer Parts Range

Our Truck and Trailer Parts range covers popular models of Mercedes, Volvo, Scania, MAN, Renault, and Iveco parts and trailers like BPW, Gorica, York and Doll. More than 25,000 line items covering Engine, Transmission, Brake, Chassis, Body Parts and Electricals are stocked to ensure ready availability.







## Domestic Network

Our strong dealer network helps us exceed the expectations of our customers nationwide. Long-term relationships and value addition drive our strategy.



## European Car Parts

Our Car Parts Programme offers a wide range of OEM and equivalent quality parts for popular models of Mercedes Benz, BMW, VW, Opel, Peugeot and Renault cars. More than 12,000 line items are stocked for enhanced customer service.



## Range

The range includes leading brands from Europe and other countries. Sachs clutches & shock absorbers, Mahle pistons and rings, Hella electricals, Wabco brake parts, Elring gaskets, Hengst filters, Trilex rims, GF fifth wheels & Jost landing gears.



## Export Operations

We are the leading exporters of European Truck & Car parts to GCC, Africa, Asia and CIS countries with a rapidly growing base of loyal customers.





# Japanese and Korean Car Parts

## Your Reliable Partner

We have been leaders in UAE's Japanese and Korean vehicle parts segment for over a decade now. Offering an excellent range in OEM quality parts for all Japanese and Korean vehicles. A wide choice in engine, transmission, suspension, electrical and body parts for all major models of Toyota, Nissan, Mitsubishi, Mazda, Honda, Isuzu, Hyundai, Kia, Daewoo etc. To ensure ready availability over 20,000 line items are stocked in our modern warehouse.







## Extensive Product Range

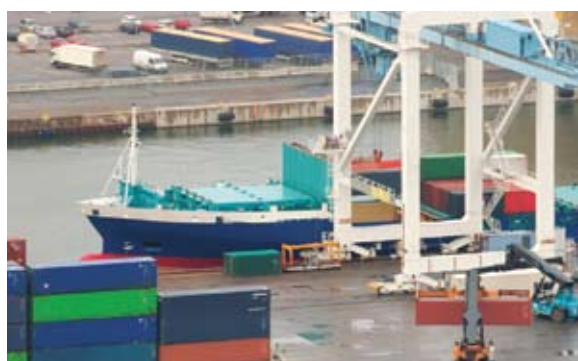
Exclusive distribution lines which have emerged very quickly into market leadership include TOKICO (Shock Absorbers), HDK (C.V. Joints), Valeo (Clutches), CTR (Suspension parts), TRW (Brake Pads) etc.

Major lines marketed include KOYO Bearings, GMB Water pumps, Piston rings from RIK & TP, Engine Bearings from Taiho & NDC, JFBK Brake Pads etc.



## Domestic Network

Extensive distribution network we have established throughout the UAE enables prompt delivery of spare parts - further strengthening the trust and loyalty customers place in Dynatrade.



## Export Operations

This division re-exports auto parts and accessories to over 50 countries across GCC, Asia, Africa, CIS etc. Winning us the trust of partners and countless customers in these regions.





# Heavy Equipment Parts

## One stop source for OEM & High Quality Replacement Spare Parts

Being the single largest source for quality OEM & Replacement Parts for Construction Equipment, we extend the triple benefit of fair pricing, easy availability and a vast range to our customers. Bringing the world's frontline names in spare parts for Construction Equipment, Rock & Mineral Processing Equipment, Trucks and Buses, Engines etc. Few other players possess the resources and capabilities to meet the extreme demands of the region's construction equipment parts market like we do.



### Filtration Systems

A world leader in Filtration, Fleetguard products cover Automotive, Industrial, Construction Equipment and Agricultural & Marine applications. We ensure excellent availability across a wide range of applications, ensuring predominance of the brand in the UAE.







## Construction Equipment Parts

### Undercarriage Products

ITM (A product from the reputed Titan Europe Plc.) is an international leader in Undercarriage Parts and OEM brand for majors like Komatsu, Caterpillar, Liebherr etc. We offer a full range of ITM products to suit a variety of applications.

### Engine, Transmission, Pumps and Chassis Parts

Dynatrade offers an extensive range of Cylinder Heads, Crankshafts, Engine Overhaul Parts, Pumps, Gears, Shafts, Hydraulic Pins/Bushings etc. from the world's leading manufacturers. Range includes quality brands like FP Diesel, Interstate McBee, CGR, Garrett/Schwitzer, Dayco/Gates, ETP, Izumi/Riken, Varvit etc.

### Ground Engaging Tools

A comprehensive range of reliable Ground-engaging tools from world-renowned names like Italicambi, MTM, BYG etc.



## Genuine Spares for Rock and Mineral Processing Equipment

The extremely tough working environments in quarries and constant demand for high productivity call for excellent availability of genuine parts. We effectively meet such customer demands. Genuine parts are stocked for:

- Metso Crushing Plants including Svedala, Nordberg, Symons, Lokomo and Barmac machines.
- Sandvik Hydraulic Crawler Drills
- Sandvik Rock Drill Tools. These tools can also be used on other machines like Atlas Copco, Ingersoll-Rand, Furukawa etc.



## Genuine Parts for Trucks and Buses

This division has built up the capability to supply a wide range of genuine parts for International Trucks, OEM Parts for Kenworth, Mack, Peterbilt, GMC, Freightliner, Volvo White, Oshkosh and Western Star Trucks. Full range of genuine parts for Eicher LCVs and Heavy Commercial Buses is also offered.





# Construction Equipment

Quality products, excellent after sales support.

We bring world-class Construction equipment from Metso, Sandvik and Liugong to the UAE - with many more additions underway. Realising the need for high uptime in this buoyant sector, Dynatrade has invested heavily in resources and skills to provide a high level of after sales support through excellence in parts and service.







### Metso Minerals – Crushing and Screening Plant

Metso is a world leader in the supply of high quality rock and mineral processing equipment and complete aggregate processing systems. Metso is the No.1 choice of customers in the region in this critical and demanding sector.

- Rock crushing plants
- Sand and gravel washing systems
- Screening systems
- Conveyor belts
- Mobile crushers and screens



### Sandvik Hydraulic Crawler Drills

Think of consistent, reliable and accurate drilling in the toughest of conditions, and the one name that stands out is SANDVIK. Sandvik is the global name in drilling, mining and tunnelling, with products designed for performance and longevity. A leader by far in the Middle East as well.

- Hydraulic Crawler-mounted Surface and DTH Drills
- Tunnel Drilling Jumbos and Tunnel Bolting Rigs
- Mineral Exploration and Water well Drills



### Liugong Construction Equipment

Reliable and high performance construction equipment from LIUGONG. Offering a wide range of quality products for Building construction, Road construction, Quarry and Mining, Pipeline Projects, Waste management and Materials handling.

- Wheel Loaders and Hydraulic Excavators
- Motor Graders and Vibratory Rollers
- Battery and Diesel Forklifts





# Trucks & Construction Equipment Service

## Striving to help you keep up equipment utilisation

We see ourselves as a partner in your business growth. This means we make the necessary efforts to ensure that your equipment is up all the time. Ensuring outstanding efficiency for your operations through quick response and service of trained engineers.



### One stop facility

We offer quality care for a wide range of Trucks and Equipment – offering unique convenience for our commercial and industrial customers.





## Trucks, Trailers & Buses

- Trucks: Mercedes Benz, Volvo, MAN, International, Tata, Ashok Leyland, Daewoo etc.
- Trailers
- Franchise vehicles: Eicher Trucks & Buses



## Construction & Other Equipment

- General Construction Equipment: Loaders, Excavators, Cranes - Komatsu, Caterpillar, JCB etc.
- Forklift Trucks
- Transport Refrigeration

## Franchise Service

We provide service for various equipment that we distribute throughout the UAE.

- Sandvik Drilling Rigs
- Metso Crushing Machinery and complete Plants
- Liugong Construction machinery



## Service Facilities

- Well-built modern workshops
- WABCO Pneumatic components test bench with diagnostic software
- Computerised Diagnostic Tools
- Real-time computerised database
- Well-equipped field service vehicle
- Operation and maintenance training for customers



## Comprehensive Services

Full range of Mechanical and Accident repairs including:

- Denting and Painting
- Air conditioning system repairs
- Electrical repairs
- Engine and transmission overhauls
- Hydraulic aggregates overhaul
- Complete equipment refurbishment
- On site repairs

## Service Packages

Affordably priced comprehensive service packages give our customers the freedom to concentrate on their core business. Machine audits to advise on the condition of the equipment and to carry out preventive maintenance.





# Auto Service

## Superior Alternative to Agency Workshops

Our modern service facilities bring you state-of-the-art diagnostic and repair systems, highly skilled service technicians and good value for money. These are factors that draw customers to our Auto Service centres. Today, ours is the largest multi-brand automobile service network in the Middle East. Offering quality care for a wide variety of makes and models.



### **Largest Multi-brand Service Network**

Be it Japanese, European, Korean or American makes, our unique facilities can maintain all brands. In addition to individual owners this wide product handling offers a major advantage to multi-brand fleet owners who can benefit from a one-stop facility.





## Full Range of Services

From Mechanical, Electrical, Body and AC repairs, we offer the entire range of repairs a vehicle needs, all under one roof.

## Modern Service Facilities

- Latest diagnostic & repair facilities
- Real-time computerised database
- Exclusive facilities for premium vehicles
- Exclusive facilities for Accident Repairs
  - Modern Collision repair systems
  - Computerised Chassis Measurement & Alignment System



## Service Marketing

Our dedicated team ensures close links with customers – individuals as well as Fleet owners. The service marketing teams ensure effective communication of our multi-brand strengths to a wide base of customers. There is a major interface between customers and the shop floor, giving a personal touch to relationships.

## Continuous Training

Periodic training programmes are conducted to upgrade and update the technical skills of our staff. Rapid changes in technology demands skill enhancement on a continuous basis and our organisation places great emphasis on this.





# Auto Care Products

## Great Finish. Great Value.

An extensive range of quality products for Body Shop Applications. Including internationally popular brands in automotive paints, sealants and surface treatment chemicals. Brought to you with the assurance of customer-friendly service.



### Automotive Paints

A wide range of Lesonal paints from the world's largest paint manufacturer, Akzo Nobel of Netherlands.

### Pneumatic Tools

An extensive range of Dynabrade products – like Sanders, Buffers, Polishers, Die Grinders, Cut Off Wheel tools, Vacuum Systems (Energy Car) etc. are marketed by us.

### Sealants

As Authorised Distributors for Dominion Sure Seal Ltd., Canada, our Auto Care Division markets their full range of auto body sealants and other speciality chemicals.



### 3M range

We are dealers for the well-known, high quality 3M range of Automotive products for the repair industry.



### Body Shop Items & Surface Treatment Chemicals

We are distributors for Roberlo, Spain, a leading manufacturer of auto body repair chemicals.





# Vehicles

Tough. Reliable. Economical.  
And built to stay that way.

Eicher vehicles are known for their durability, and ability to work under tough and demanding conditions.



We are the sole distributors for Eicher Motors Ltd., for their full range of Commercial vehicles. Eicher is widely respected for their emphasis on customer orientation, which reflects in every facet of their operations - from quality products to comprehensive after sales support programmes. We have ensured a high level of after sales support in the UAE, giving due importance to vehicle up-time, and low overall cost of ownership.



## Eicher Product range

### Light Trucks

- PICK UP - 4.2 Ton Pick ups with large variants to suit different applications - Reefer, Cargo, Refuse Truck, Tanker, Recovery vehicle etc.
- TIPPER - Rugged workhorses that have been designed to work at construction sites under challenging conditions.

### Passenger Buses

- In the mini bus segment, Cruiser Buses are very popular for staff and worker transportation.
- Heavy Commercial Buses (HCB) in 80 plus seat configuration are suitable for school bus applications. They are popular for staff and worker transportation as well.



# Pre-owned Vehicles

True Value. Assured Quality. ...from the people you trust !

When it comes to choosing a Pre-owned vehicle, customers in the UAE have a trusted source in our Pre-Owned Vehicles Division (POVD). Because we are the one source that can vouch for the quality and technical soundness of the vehicles we sell. Adding to the convenience of buyers with Easy Financing Schemes, Assistance in Technical Passing / Insurance / Registration and Warranty schemes.



## Sales Outlets

Currently, we have three sales outlets in Dubai and one in Sharjah. The central outlet being the new, state-of-the-art showroom in AUTOMARKET Phase 2 at Al Aweer. Plans to set up more sales outlets in all major towns in the UAE are on the anvil.







## Outdoor Marketing

At Dynatrade POV, we believe in providing Customer Delight by "Taking the Showroom to the Customer." Staff from the Market Development Department make personal calls to the customer's premises – sometimes taking the vehicles to their doorsteps – to add to their convenience.



## Re-export Operations

We have an exclusive cell that focuses on re-export of new and pre-owned vehicles. Enabling us to create a large base of loyal customers around the world.



## The Team

Our greatest asset in the quest for excellence is a resource pool of well-trained professionals.



## Market Research

Our vehicle purchase & stocking is based on detailed customer feedback and extensive market research.



## Expertise in Technical Evaluation

Our extensive technical expertise and the product knowledge of our technical personnel make us the No.1 choice of customers. All vehicles are quality-checked to ensure outstanding reliability and value.

## Vehicle Range

We bring you the widest selection of cars, luxury saloons, 4WDs and Light commercial vehicles across a broad spectrum of brands and models. Enabling you to pick a model that fits your needs and your budget.







# Tyres

## Your search ends here

Our dominance in the UAE auto market extends to Tyres. We offer a wide range of quality tyres for a variety of applications. Our agency lines include Nankang, Nexen, Continental, Westlake, Altura and TVS tyres. Each one has created a niche for itself in the UAE market.

### Continental Tyres

Continental, a major European OE supplier, is the largest tyre manufacturer in Germany and ranks 4th worldwide.

### Nankang Tyres

Nankang high performance tyres for passenger cars and light commercial vehicles offer excellent performance and value for money.



### General Tyres

Titan International is a leading manufacturer of tyres, wheels and assemblies for off-road vehicles for agricultural, earthmoving/construction and consumer markets. Titan offers the widest range in the industry, uncompromising quality and affordable prices. It is the chosen OEM equipment on some of the world's most renowned brands.

### Nexen Tyres

Nexen Tyres from Korea are innovators in tyre pattern designing. The range has excellent Ultra High Performance tyres for high-end luxury cars and SUVs.

### Westlake Tyres

Westlake is a premium brand of Hangzhou Zhongce Rubber Company, which is among the four largest Tyre companies in China. Westlake offers an extensive choice of tyres across Passenger, Light commercial, Truck, OTR, Solid, Industrial and Farm tyre categories.



### Altura Tyres

Altura is a brand of Ceat Limited - one of India's leading tyre manufacturers.

### TVS Tyres

Industrial, Farm & Implement, Skid Steer, Multi-purpose, Vintage and Two wheeler tyres are offered by this eminent Indian company.





# Batteries

## Most trusted storage power solution for auto industrial applications

We offer the widest range of quality batteries in the region for a variety of applications – and have been clear market leaders in terms of the volume of batteries sold. Excellent distribution system – covering trade, end users, re-export dealers and direct re-export customers, backed up by good availability has ensured our leadership in this business.

### Incoe Batteries

Known for their durability and consistently reliable performance, Incoe Batteries have become the first choice of customers in Middle East and Africa. Dynatrade's innovative marketing initiatives have further fuelled the brand's success, making Incoe a market leader.

### Dynex Batteries

Conventional and maintenance-free batteries for automobiles, motorcycles, heavy duty and industrial applications. Dynex Batteries are manufactured in technical collaboration with Furukawa Battery Co. Ltd, Japan and Shin Kobe – Denki (Hitachi) Japan.



### Industrial Batteries

Manufactured in technical collaboration with M/s.Shin-Kobe Electrical Machinery Co., Japan.

**Traction Batteries** - Silent Power for Zero Emission vehicles. Our traction type batteries are a perfect fit for almost all major forklift brands. These are rugged, strong and robust workhorses.

**UPS Batteries** - Maintenance-free type with enhanced performance, ready to use, state-of-the-art technology. UPS Batteries are eco & user friendly, and also easy to handle, with no installation constraints.

**Motor Cycle Batteries** - Designed to meet Japanese standards with strong polypropylene containers and special grid alloys to give durability and resistance to corrosion. These batteries possess enhanced charge - discharge life cycle as well.





# Human Resources Development

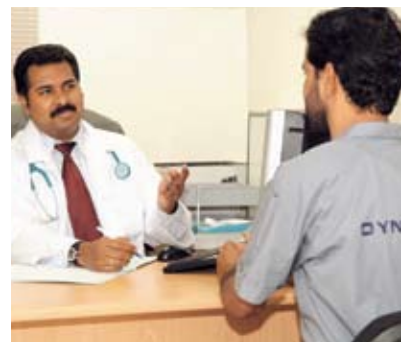
## Nurturing Human Capital

At Dynatrade Automotive, we like to think of our people - a large workforce of high calibre professionals - as our greatest asset. And so we invest in them, and care for them. Providing abundant opportunities to grow and succeed as competent professionals, and to achieve personal satisfaction through rapid career growth.



### Continuous Training

As a people-oriented organisation, we focus on strengthening the foundations of our success by developing 'people' and 'processes' through 'Talent Engagement'. A process that involves continuous training.



### Employee Welfare

Caring for our employees is one of the major priorities here at Dynatrade. We cater to the all-round welfare of our employees and their families, by extending facilities and conveniences at par with the best. We have developed a strong infrastructure for employee welfare. This includes multiple housing complexes, a large fleet of vehicles for staff transportation, subsidised mess facilities and modern medical care.

Our efforts in this direction have been duly rewarded, and we have a unique and well-deserved reputation for being an employee-friendly organisation, resulting in steadfast loyalty and commitment from employees across the ranks. An essential ingredient of our corporate success.



# New Horizons In Automotive Excellence Together...Towards The Future

At Dynatrade, we are guided by a vision of a dynamic future. And every new dawn is a pursuit of that goal of excellence. It is a task we aim to achieve by conquering new challenges, by forging new partnerships and by delivering beyond the expectations of our customers. Spurred on by the goodwill and steadfast loyalty of our diversified customer base.

## On the anvil

Strategic infrastructure investments and rapid expansions are part of Dynatrade's growth strategy. As it confidently advances into the future, Dynatrade has many exciting projects on the anvil. Vital investments that will further cement its success and define its future.

- **New Service Centres**  
Sharjah , Dubai (Jebel Ali, Nad Al Hamar), Abu Dhabi
- **New Parts & Logistics Centre**  
Dubai (Jebel Ali)
- **Multi-purpose Automotive Complex**  
Dubai, Abu Dhabi



New Service Complex, Nad Al Hamar, Dubai.



New Service Complex, Al K'hoz, Dubai.



Dynatrade Corporate Office, Dubai.



Residential complex for employees, Dubai.



The background of the entire page is a close-up, high-resolution image of a blue fabric, possibly silk or satin, with deep, flowing folds and a subtle sheen. The lighting creates a gradient of blue tones, from deep navy to a lighter, almost white highlight on the fabric's ridges.

# Mission Statement

## We Commit Ourselves

To the pursuit of excellence in the field of  
automotive products and services

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To be recognised as a reliable, fair, caring  
and efficient organisation

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To emphasise long-term relationships with  
our Customers, Principals, Financiers,  
Employees, Suppliers and  
Government authorities

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To continually upgrade the quality of our  
operations in a spirit of improvement



# Divisions

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- **European Truck and Car Parts**
- **Japanese and Korean Car Parts**
- **Heavy Equipment Parts**
- **Construction Equipment**
- **Trucks & Construction Equipment Service**
- **Auto Service**
- **Auto Care Products**
- **Vehicles**
- **Pre-Owned Vehicles**
- **Tyres**
- **Batteries**





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