



Top executives from Husein Alireza & Co. Ltd and Emirates NBD bank at the event.

## Aston Martin in a class of its own

Haji Husein Alireza & Co. Ltd., sole dealer of Aston Martin cars in Saudi Arabia, organized a special test-drive event for the Priority Banking clients of Emirates NBD bank.

The test-drive event took place in Riyadh recently.

Haji Husein Alireza & Co. Ltd., offered some of the most renowned models of Aston Martin, such as DBS, DB9, Rapide and Vantage S, which enjoy global fame, for the test-drive.

This event is considered as first of its kind to be organized by an international bank in Saudi Arabia, and the first time for Aston Martin to organize such

unique event to introduce its famous luxury models to a group of targeted clients in Saudi Arabia, as well.

The test-drive event started with general introduction of Aston Martin history, where the marketing team of Haji Husein Alireza & Co. Ltd., briefed the participants about the history of Aston Martin, its current and future models and its history in motor sport, followed by detailed presentation about the specifications and features of Aston Martin cars allocated for the test-drive event.

This was followed by a detailed presentation and the importance

of compliance with traffic safety rules.

Ali Husein Alireza, managing director of Haji Husein Alireza & Co. Ltd., expressed his pleasure with the participation of Priority Banking clients of Emirates NBD in Saudi Arabia in the event.

Qais Qureshi, head of priority banking at Emirates NBD in Saudi Arabia, expressed his delight for offering the bank's clients this opportunity.

He assured that this was the beginning of a series of future customer loyalty events for the bank's clients to emphasize Emirates NBD's commitment to its customers in the Kingdom.