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Aston Martin in a class of its own



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

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.