

Product Re-branding launch

CAR & GENERAL LAUNCHES DEVELON EQUIPMENT IN KENYA



Edward Chung (left), Develon's Global Vice President and Vijay Gidoomal (right), CEO of Car & General tries out a Develon excavator during the launch of the re-branding of Develon construction equipment at the Carnivore Grounds in Nairobi

Car & General Trading Limited has launched Develon construction in Kenya. Develon, formally Doosan, changed its name in January 2023. Car & General, a listed company quoted on the Nairobi Securities Exchange since 1950, is the dealer of Develon construction equipment in East Africa since 2013.

"The change in the brand name is designed to convey the brand's commitment to bring innovative solutions through technological transformation and the development of exceptional equipment, Vijay Gidoomal, the Company's Group Chief Executive Officer said, "As the appointed sole distributors for Develon equipment, we commit to our mantra of quality products and services to our partners".

Develon construction equipment are customized for the African market and comes with advanced features including the TMS fleet management system, fuel transfer pump, additional water separator and mechanical engines. They are also ready to use all attachments and have a two-year warranty.

Vijay Gidoomal explained, "Though the name will change, Develon machines will keep their distinctive orange colour. Develon's core values and expertise stay true to providing the best-in-class equipment."

Vijay Gidoomal spoke at the launch of Develon construction equipment at the Carnivore Grounds in Nairobi. Car & General holds franchises for other products including TVS motorcycles, Piaggio three wheelers, Cummins diesel generators, Toyota forklifts, Kubota tractors, Ingersoll-Rand air compressors among others.

The Develon range includes excavators, wheel loaders and articulated dump trucks and are manufactured in Korea.

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Our Vision

Make customers smile in every street, every town

Our Mission

To achieve leadership position in all our primary markets - power generation, automotive and engine-related products in East Africa.