

CarGenVOICE

Volume 29, Issue 2 - April - June 2025

★★★★★

Making Customers Smile
Agility
Integrity
Innovation
Empowerment

Power for better living

Our Vision

To 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.

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Editor

Raphael Atanda

The Editorial Team wishes
to encourage members of
Car & General to send in their
contributions for publication
in the **CarGen Voice**. Make
your voice heard!

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THE FIRST LINE



Welcome to the second issue of the **CarGenVoice** of 2025. We are making strides to ensure that we grow our market leadership across the board. In Kenya, we are seeing good traction in some lines and we hope that the trend sustains. On the other hand, some businesses are not performing to their full potential, every business must meet their targets. This will ensure that our diversity counts. We must drive innovation to ensure that we keep our customers smiling in every street, in every town. Day 1 mentality!

Raf



CAR & GENERAL'S SUSTAINABILITY PLAN

Dear Colleagues,

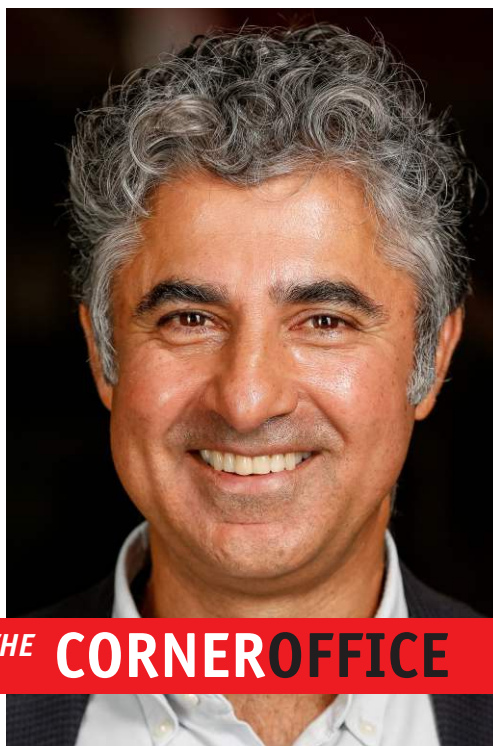
Car & General is committed to its journey of building a sustainable business. As earlier communicated, we are laying the ground for Car & General for the future beyond 2025. We will be 90 years in 2026, 10 years shy of a century, and 2025 is set to be a trans-formative year for Car & General. Larry Ellison said, "Dream big. Execute ruthlessly. Take risks. Challenge norms. Surround yourself with smarter people. That is the blueprint for success."

Firstly, to be more purpose-driven, we have introduced a new value, **Agility**, to replace quality. This means that we have to adopt quickly to emerging opportunities in the market place.

Secondly, since its inception in 1936, Car & General has been making customers smile in every street, in every town through its diversified portfolio. Today, our core businesses are; Automotive and Equipment business (divided into consumer and equipment lines), Financial services, Real estate, Agriculture and Manufacturing. Our diversity must count.

Thirdly, we launched our CarGen Academy on Tuesday, March 12. The academy will drive training, innovation, mentorship and continuous learning for the Group's members under the slogan 'keep learning, keep leading'. The CarGen Academy aims to develop leadership talent and foster a culture of innovation through training and development programs that cultivate sustainable growth. Today's challenging business environment means that change is not only continuous but accelerating. This calls for agility and innovation-driven models to thrive in the new AI and post-AI era.

And lastly, we are in the process of developing our sustainability roadmap that will cover 2025-30. The world today faces many pressing environmental hardships, and Car & General can play a role in their mitigation and help achieve a high standard of living for people. Through collaboration, we can improve the quality of products and services we offer to promote quality of life for more people.



As we make customers smile, we want to do it as we deliver social impact and corporate governance, while creating shared value for consumers, society, employees and shareholders. Car & General is committed to operating a sustainable and environmental friendly business.

Going forward, key to success will be maintaining strict fundamentals in terms of higher efficiency levels in all areas of our business; achieving targets, driving volumes, managing costs, maintaining market share and achieving satisfactory profitability across all businesses.

This year will be critical to future success and will require growth in market share in all sectors. Our primary concern is to ensure that we stay ahead of the competition in our key markets in all respects.

Vijay Gidoomal

Vijay Gidoomal
Group CEO
Car & General (Kenya) Plc

THE CORNEROFFICE



C&G LAUNCHES THE CARGEN ACADEMY

Car & General has launched the CarGen Academy as part of its wider sustainability initiatives for the Group. The academy will drive training, innovation, mentorship and continuous learning for the Group's members. The event, officiated by the Group CEO Vijay Gidoomal, was held at the company's headquarters in Nairobi.

Speaking at the ceremony, Vijay Gidoomal said, "The CarGen Academy aims to develop leadership talent and foster a culture of innovation through training and development programs that cultivate sustainable growth. C&G is committed to its mantra of making customers smile in every street, in every town and the academy ties well in order to achieve this."

On his part, Eric Sangoro who heads the academy said, "The 4th industrial revolution is re-shaping the way we work. Organizations should adopt to rapid technological advancements like AI, automation, data analytics and leadership strategies. The CarGen Academy will help bridge the gap at C&G."

"The academy will offer training in leadership development, innovation techniques, AI technology, soft skills among others through workshops, executive coaching and mentorship, masterclasses and guest speakers." Erick added, "Delivery will be through in-person classes, online learning and hybrid platforms."

Today's challenging business environment means that change is not only continuous but accelerating. This calls for agility and innovation-driven models to thrive in the new AI and post-AI era. Under the slogan 'keep learning, keep leading', the academy will be the recognized training arm mandated to align employees with the C&G's business objectives.

Car & General is a listed diversified distributor for two and three wheelers, forklifts, agricultural tractors, earth movers, laundry equipment and diesel generators, among other products. Established in 1936, it has 12 branches in Kenya and has an East African presence.

OWN A BIKE EMPLOYEE PROGRAM IN KENYA

Car & General in Kenya announced the TVS HLX 100ES staff purchase program that will support employees in acquiring motorcycle through an affordable payment program.

The plan entails a payment duration of 12 months, with monthly equal deductions. Interested employees should contact the HR department to find out if they are eligible. The employees will be required to fill application forms with the HR. Please remember, terms and conditions apply.

NYATI SACCO BENEVOLENT, INSURANCE COVER

All Nyati SACCO members are informed that members pay Kes 200 per month that covers for Benevolent insurance cover that caters for the principal member, one spouse and children under the age of up to 25 years.

The scheme caters for burial expenses upon death and the scheme also offsets any outstanding loans and refunds two times the member savings.

To claim upon death, a claim letter from the spouse or the nominated beneficiary is required accompanied with the ID copy of the deceased member, a copy of the burial permit that is duly filled and stamped by the issuing authority, ID copy of spouse or beneficiary and bank details.

We urge all employees to join the Nyati Sacco, or any other well performing Sacco, so that they can benefit from savings, receiving dividends, access to affordable loans and the Sacco's benevolent insurance cover.

TVS FAMILY DAY IN KAPENGURIA



Car & General, the distributor of TVS motorcycles in Kenya, held a customer fun day in Kapenguria, West Pokot County, bringing together riders of TVS two-wheeler brand and their families at Hotel Horizon. The event, officiated by George Rubiri, the General Manager of Car & General Trading Limited, provided a fun-filled experience for the entire family. This reflected the fact that TVS motorcycles touch millions of people's lives across the country.

Speaking at the event, George Rubiri said, "TVS is here to celebrate the contribution of riders to the economy, whether it's for business or personal use. Car & General has impacted millions of Kenyans immensely through our elaborate ecosystem that includes riders, motorcycle dealers, mechanics, spare parts dealers, among others. We have continuously provided powerful, reliable and durable mobility solutions."

Riders and their families engaged in an exciting mix of activities that included tugs of war, blindfold walks, bouncing castles, face painting and spot prizes. Gift hampers were given to each family and kids as a token of appreciation.

On her part, Faith Mumo, Head of Marketing at Car & General said, "This occasion has offered a good opportunity for the TVS brand to interact with the community. At Car & General, our mantra is to make customers smile on every street, in every town."

Two-wheelers are used for last mile distribution, ensuring affordable and quick delivery of people and goods thus making logistics more efficient. Car & General is a leading distributor of bikes and was the pioneer of their use as taxis in Kenya over two decades ago.

CARGEN STAR PERFORMERS 2024

Once again, we undertook a rigorous appraisal for 2024. This process enables candid and free conversations between leaders and their team members, giving honest feed-back on performance. Our forced ranking process was equally stringent. I am happy to announce that the following members emerged as our 2024 star performers (rated 1 as per Forced Ranking Committee recommendations; Thomas Mutisya (Housekeeper at Shared Services), Felix Mavuti (Head of Payroll at Shared Services), Gideon Yegon (IT Business Solutions Engineer of Shared Services), Michael Kimeu (Warehouse Clerk of Cummins C&G), Allan Okoth (Service Advisor of Cummins C&G), Stephen Omondi (Sales Executive of Piaggio, C&G Trading, Bungoma), Fredrick Sakaya (Sales Executive, Toyota of C&G Trading, Mombasa) and Pauline Mwikali (Shop Manager of C&G Trading, Kitengela).

Congratulations to all star performers of 2024 and keep up the good work!

M-GAS ACQUIRES TVS 2-WHEELERS

Car & General has supplied several TVS bikes to M-Gas. The bikes were handed over to M-Gas during a ceremony at their Mukuru kwa Njenga offices in Nairobi Industrial area. M-Gas supplies coking gas on pay-as-you-cook model. The model uses smart meter technology that makes LPG gas affordable and accessible through payment of small daily amounts. This has eliminated substantial upfront cost.

The two wheelers will be used for last mile gas distribution, ensuring affordable, quick and accurate delivery to end consumers. Car & General is a leading distributor of bikes and was the pioneer of the two wheelers as taxis in Kenya over two decades ago. Using two wheelers significantly lowers operational costs.

Speaking at the ceremony, Carol Samuel, Assistant Manager (Key Accounts) for C&G said, "C&G is committed to its mantra of making customers smile in every street, in every town with quality products and after-sales services. By choosing TVS leasing, M-Gas will enjoy the benefits of leasing that include cash conservation and flexibility of cash flow that make budgeting easier. TVS provides reliable and efficient last mile connectivity for people and goods."

On her part, Mary Mutungi, Divisional Head, Supply Chain for M-Gas said, "M-Gas has eliminated the upfront cost of buying fuel and refilling cylinders. We deliver clean fuel right to the customers' homes. These bikes will make us more efficient."



GK TO FINANCE AND OPERATIONS

George Kahindi Mutune was promoted to the position of Finance and Operations Manager at Cummins C&G Limited. George will be reporting to the Managing Director, Erick Sangoro. In this role, George will collaborate closely with the CC&G leadership team to enhance operational efficiency, develop business models to drive profitability, and provide financial insights to support effective decision-making, with a key focus on cost control.

George, who holds a diploma in Finance, brings over 29 years of experience in finance and has consistently demonstrated expertise in managing CC&G profitability through innovative cash management strategies. He joined Car & General in March 1996 as an Accounts Assistant and was promoted to Management Accountant in 2007. In April 2017, George took on the role of Finance Leader, where he played a pivotal role in the financial transition, including due diligence and compliance. Notably, in June 2023, during the JV buyback process, George played a central role in ensuring financial compliance and integrity.

TVS RIDER TRAINING IN MURANG'A

On 20th February 2025, Car & General conducted a rider training session at Murang'a Water and Sanitation Company Ltd. The training consisted of 32 riders. This newly onboarded fleet account now operates with over 10 units of TVS HLX 150 5G X motorcycles, making it essential to equip riders with the necessary skills for safe and efficient usage.

The training aimed at improving road safety awareness and ensuring proper motorcycle maintenance. Key topics covered included: basic maintenance tips where riders were guided on proper servicing schedules, checking oil levels, maintaining brakes, and ensuring optimal tire pressure, use of genuine spare parts to extend the lifespan of the motorcycles was emphasized, safe riding techniques and personal safety measures where riders were trained on the importance of wearing protective gear, including helmets, gloves, and reflective jackets.



QUOTE

Dream big. Execute ruthlessly. Take risks. Challenge norms. Surround yourself with smarter people. That is the blueprint for success

Larry Ellison.

MEETING KAMAGIKA 3W SACCO

On 13th February 2025, Car & General held a meeting with members of Kamagika Tuktuk Sacco in Kabati. The meeting was meant to discuss key areas of growth and improvement.

Areas of discussion was on: uptake of new units where Sacco members were encouraged to replace old units with new Piaggio three-wheelers, emphasis on the benefits of using genuine spare parts for better vehicle performance, special discounts on repairing grounded vehicles, assisting the Sacco in transitioning to a digital system for improved efficiency, regular training sessions to enhance vehicle maintenance, exploring expansion opportunities for Sacco members i.e opening new routes and gathering feedback on potential Piaggio modifications.

The meeting marked an important step in strengthening the partnership between Car & General and Kamagika Tuktuk Sacco, ensuring continuous improvement in service delivery and operational efficiency.

The forum was attended by Nishant Bindra, Assistant General Manager Exports Piaggio India, National Sales Manager Piaggio, Moses Gitonga, Jones Musau, Regional Manager Nairobi, Shop Manager Thika, Joshua Musembi, and Martin Ireri Sales Executive, Thika Branch.

C&G MOMBASA HOLDS PIAGGIO MEET



Car & General Mombasa Branch held a Piaggio Customer Meet at the Premium Inn Hotel, bringing together approximately 85 Piaggio owners and C&G officials.

The event aimed to strengthen relationships with customers while educating them on best practices for maintaining their Piaggio three-wheelers. Benson Wambua, Mombasa Branch Manager, and Vincent Njoroge led the discussions on the importance of proper vehicle maintenance, using genuine spares, and identifying authentic parts. They also highlighted the benefits of using Motorol oil and MRF tyres, ensuring customers maximize performance and durability.

Additionally, customers were taken through the CITY PETROL and NXT PLUS models, showcasing their advantages in efficiency and reliability. To wrap up the session, Car & General officials announced the latest offers on Piaggio products and extended a token of appreciation to attendees by providing free oil and evening tea.

The Piaggio Customer Meet reaffirmed Car & General's commitment to customer satisfaction, quality products, and excellent aftermarket support, ensuring that Piaggio owners continue to experience reliability and value in their vehicles.

C&G KISUMU'S TUK TUK SACCO MEET

In January, Car & General hosted a series of forums in Kisumu aimed at supporting the three wheeler community at the Royal City Hotel. The initiative sought to address key concerns raised by members of the Kisumu County Tk Tk SACCO and equip the three wheeler owners with the knowledge and resources necessary for growth and operational excellence.

Moses Gitonga, the National Business Manager for Piaggio and his team had an opportunity to hear the grievances of the SACCO members, ranging from the challenges in vehicle maintenance to accessing financing for new units. The forum highlighted how genuine parts contribute to improved vehicle performance, reduced maintenance costs, and longer life spans for their three wheelers. Attendees were also taught practical ways to differentiate genuine parts from counterfeit ones, helping to protect them from common in the market. C&G introduced them to various financing options available through KCB Bank and Rafiki Micro-finance.

Represents from these institutions provided insights on how operators can access affordable financing for purchasing new units, empowering them to expand their businesses and enhance their services.

C&G continues upholds its mantra of making customers smile in every street, every town by delivering innovative solutions and unwavering support.

C&G'S NEW PREMISES AT KITENGELA

Car & General has opened new premises in Kitengela town. The new premises feature a spacious showroom and workshop facility. During the event, a service clinic for Piaggio three wheelers and TVS motorcycles was organized. Customers not only had their equipment checked and repaired but also received valuable advice on how they can take care of their vehicles.

The event took place on Friday, January 24, 2024 and was attended by company officials, dealers, customers, and financiers. Mogo used the occasion to educate customers on their financing plan for repairs and spares. The improved facility will be able to care of Kitenegela. Kitengela is one of the fastest growing towns in Kenya today.

Speaking at the launch, Sospeter Kiarie, the Aftermarket Manager for C&G said, "C&G is committed to its mantra of making customers smile in every street, in every town with quality products and after-sales services. This facility will ensure that our customers receive the quality parts and services they require to keep them on the road. Our two and three wheelers play an integral role in transforming millions of lives by creating employment opportunities and providing reliable and efficient last mile connectivity for people and goods. Our customers do not expect any downtime."

C&G'S NEW DEALER IN KITUI

Car & General has launched a dealer in Kitui. The dealer, Salaba Holdings, will be retailing the company's Piaggio three wheelers and TVS motorcycles as well as offer service and parts in the Eastern region town.

Car & General is a leading distributor of tuk-tuks and bikes and was the pioneer of the two as taxis in Kenya over two decades ago. Last year, The company launched the TVS HLX 125 bike with five gears.

Speaking at the launch, Jones Musau, the Regional Manager for C&G said, "C&G is committed to its mantra of making customers smile in every street, in every town with quality products and after-sales services. Our two and three wheelers play an integral role in transforming millions of lives by creating employment opportunities and providing reliable and efficient last mile connectivity for people and goods."

The launch of the Kitui dealer resonates with Car & General's philosophy of moving its products and services closer to its customers.

C&G SUPPORTS EQUITY'S FINANCING

Car & General has tied up with Equity Bank to provide financing solutions for the members of Kakamega Bodaboda Ventures Sacco. This collaboration aims to empower boda boda operators by offering them accessible financial support while ensuring seamless management of their payments, membership registration, bike financing process, and warranty tracking through a structured management system. The event was attended by Car & General's General Manager George Rubiri, TVS National Sales Manager Nilesh Talekar, Gilbert Mutai, Head of IT Car & General, County Commissioner, Deputy Commissioner and Commanders from Kakamega County and Equity Bank officials from the head office.

With over 3,000 members in attendance, the event marked a significant step in providing financial empowerment and operational efficiency to the Sacco. Through this initiative, Car & General continues to reinforce its commitment to supporting boda boda operators by offering reliable financing options and management solutions.

VALENTINE'S DAY: HOW IT WENT DOWN AT THE NAIROBI MEGA MALL'S #MEGALOVE



Valentine's Day is marked on February 14 to celebrate love. Loved ones use this occasion to exchange flowers, candy and gifts.

This year, Car & General was not left behind! The Nairobi Mega Mall treated its shoppers to chocolate bars as a gesture of appreciation since love is sweet and warms hearts. Carol Omanjo, the Chief Operating Officer, joined customers in the celebrations.

The Nairobi Mega Mall located on Uhuru Highway opposite the Nyayo Stadium is operated by Car & General. With Carrefour as its anchor tenant, the mall also houses Safaricom, Airtel, LC Waikiki, City Walk. Bata among other top brands. Opened in 2020, Nairobi Mega Mall has a good mix of shops 'on the way' coupled with ample parking

THE LIONS CLUB OF CARGEN VISITS THE KNH CHILDREN'S CANCER WARD

The Lions Club of CarGen has visited Kenyatta National Hospital's paediatric cancer ward 1E. The club donated foodstuff, electrical items, mosquito nets, among other items during the visit. Members used the event to spend quality time and hand over assorted gifts with the 28 young patients. Lions Club of Nairobi CarGen draws its membership from members of staff of Car & General and Cummins C&G. The club, which received its charter in 2022 is the only corporate club of the Lions Club International.

Speaking at the event, Lion Victor Owuor, the President of the Lions Club of Nairobi CarGen said, "C&G through the Lions Club of Nairobi CarGen is dedicated to making the world a better place to live in by contributing to the well-being of communities. We endeavour to support vulnerable groups in society. "Car & General is a diversified distributor of motorcycles, three wheelers, tractors, forklifts, generators, earthmovers among other equipment in East Africa.

... AND SOME FOOTBALL TALK

Just a note for soccer fans. With EPL run-in fever on, with 9 games to go, it gives a good lesson to management. It shows how the quality of competition has improved. It applies to the business environment as well. Am an Arsenal die hard, but that is not what I am talking about. Another season, same results



C&G, CUMMINS C&G MENTORSHIP PROGRAM AT NILE ROAD SCHOOL

Enua Kijana Africa (ENUKA) in collaboration with Cummins C&G and Car & General teamed up for a mentorship initiative at the Nile Road Secondary School in January.

The launch mentorship program saw the young learners interact with the female members of C&G and Cummins C&G. The girl mentorship program is designed to help students develop a deeper understanding of themselves, their strengths and areas of growth. By offering guidance and support, the mentors from these companies aims to empower students to enhance their self-awareness and personal development.

Through the interactive sessions and discussions, students were encouraged to reflect on their own identities and aspirations, fostering a sense of confidence and direction.

Car & General and Cummins C&G demonstrated their commitment to nurturing the holistic development of the female students by not only equipping students with valuable insights but also cultivating a culture of self-discovery and empowerment within the school.

KTDA ENGINEERS VISIT CUMMINS C&G FOR TECHNICAL TRAINING



On 25th February 2025, Cummins C&G hosted a delegation from the Kenya Tea Development Agency (KTDA) for training session on generators, remote monitoring for generators and introduction of LEDL motors. The training aimed to equip KTDA representatives with in-depth knowledge to enhance efficiency in their tea processing facilities.

During the session, our expert trainers provided hands-on demonstrations on troubleshooting, fuel efficiency optimization, and routine maintenance techniques. The discussion also focused on how LEDL Motors' advanced technology can enhance energy efficiency and productivity in KTDA-managed facilities. The goal was to ensure KTDA personnel have the necessary skills to maximize the performance and lifespan of their Cummins generators, which play a role in powering tea factories across Kenya.

The visit also provided an opportunity for knowledge exchange, with discussions focusing on tailored power solutions for the tea industry. Cummins C&G reaffirmed its commitment to supporting KTDA with reliable power solutions and continuous technical training to improve operational efficiency. Cummins C&G will continue working closely with KTDA to provide advanced power solutions and after-sales support, ensuring uninterrupted operations in the tea sector.

SUSTAINABILITY ROADMAP 2025-30

Car & General convened a Sustainability Champions Meeting at the Car & General Head office, bringing together CarGen staff to discuss the company's Environmental, Social, and Governance (ESG) initiatives. The meeting focused on developing a comprehensive Sustainability Roadmap for 2025-2030, reinforcing Car & General's commitment to responsible business practices.

During the session, participants reviewed ongoing ESG actions and explored new strategies to enhance sustainability across all business operations. Key areas of discussion included redefining and cascading the C&G purpose and values, sustainability strategy, human capital and issues of policies and process, Board diversity, care for the environment, electric vehicles, carbon credit opportunity, brand value and equity, data privacy, waste management, energy efficiency, health and safety, stakeholder engagement, water usage among others.

This initiative underscores Car & General's dedication to creating a positive environmental and social impact, aligning with global sustainability trends while ensuring long-term business growth. The insights and outcomes from the meeting will guide the company's sustainability framework, fostering a



Sarah Kamau of Cummins C&G speaks at one of the girls' mentorship sessions at the Nile Road Secondary School in Nairobi. Car & General and Cummins C&G have collaborated with Enuu Kijana Africa (Euka) for a girl mentorship program that aims at the girl child at the school.

C&G, EQUITY AND SAFCOM DIGITIZATION

Car & General, in collaboration with Equity Bank and Safaricom, is spearheading the digitization of boda boda and tuk tuk SACCOs in Kenya. This programme is aimed at enhancing the SACCOs' operational efficiency, financial management and member services. The initiative will provide SACCO members with secure, transparent and automated financial systems, ensuring accountability and improved service delivery.

As part of this effort, Car & General met with Dr Wilbur Khasilwa Ottichilo, the Governor of Vihiga county, to brief him on the progress of establishing Vicbosa SACCO. Car & General was represented by Gilbert Mutai, the CIO.

The Vicbosa SACCO digital transformation programme is designed to empower members by streamlining financial processes, improving transaction transparency and leveraging digital tools for enhanced financial inclusion.

Through this initiative, SACCO members will gain access to digital banking, automated savings and loan management, real-time payment tracking and financial literacy programmes, ensuring sustainable economic growth for communities.

LEDL MOTORS VISITS CUMMINS C&G

Cummins C&G had the pleasure of hosting a delegation from LEDL Motors, a key supplier in the power solutions industry on 31st January 2025 at Car & General headquarters. The visit was an opportunity to strengthen our partnership and explore innovative ways to enhance Kenya's industrial and commercial sectors through reliable and efficient power solutions.

During the visit, the LEDL, General Manager – International Business, Ravishankar R engaged with our team, discussing advanced motor technologies and their impact on energy efficiency and performance. This collaboration underscores Cummins C&G's commitment to providing high-quality, sustainable solutions that drive industrial growth and development.

Cummins C&G continue to expand their footprint in the power sector, partnerships like these ensure that their customers receive cutting-edge technology and world-class service. Together with LEDL Motors, they remain dedicated to one innovation at a time.

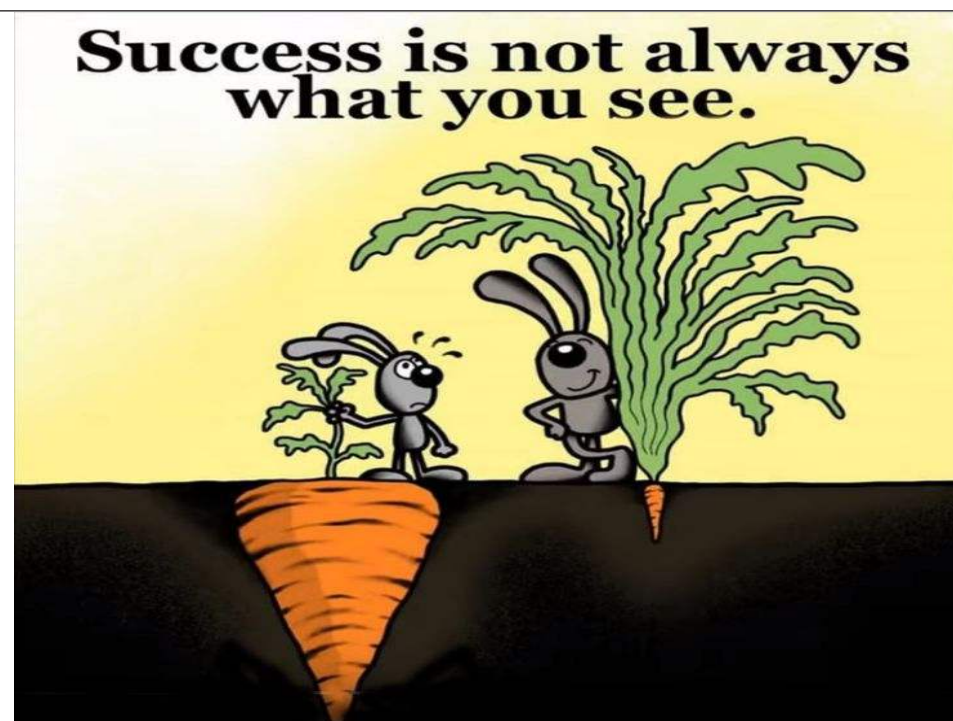
WASTE MANAGEMENT: HAPROK, KEPRO IN TOUR OF CAR & GENERAL

The Kenya Extended Producer Responsibility organization (KAPRO) and Hazardous Waste Producer Responsibility of Kenya (HAPROK) visited Car & General for a discussion on how the organizations can collaborate. The industry-led organizations bring together players in the packaging for non-hazardous and hazardous products value chain to address post-consumer waste in Kenya. This is from production to recycling towards the zero waste concept.

KAM, a business association that offers a common voice to relevant authorities for manufacturing value-add industries in Kenya was instrumental in their establishment. KAM offers policy advocacy, promotes trade and investment and upholds standards in order to facilitate a competitive business environment in Kenya.

Established in 1936, Car & General is a diversified retailer that deals in TVS motorcycles, Piaggio three-wheelers, Cummins diesel generators, Kubota tractors, Toyota forklifts, Develon construction equipment, MRF tyres among other products and has a representation in Kenya, Uganda and Tanzania.

"KEPRO and HAPROK is committed to accelerating Kenya from the linear and recycling economy and we want Car & General to join the train", said George Rubiri, the General Manager of Car & General (Trading) Limited, "We are committed to supporting efforts that are geared to protect the planet as part of our sustainability pillars".



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HONEST BUSINESS IS GOOD BUSINESS

At Car & General, we believe that honest business is good business as encased in our Core Values. How a business is conducted will determine its sustainability.

Why should we engage in honest business? Honest business leads to a good reputation, results in loyal customers, lowers risk of legal and regulatory issues, receives favorable legal and financial incentive and sets an ethical tone to employee.

On the other hand, engaging in unethical or dishonest business exposes the business to tarnished a reputation, strained business, legal and regulatory issues and loss in profits.

Unethical business practices that are present in our environment include stealing from customers, unauthorized processing or selling of customer information, unethical selling for example under cutting, soliciting for customers in an unscrupulous ways, over promising and under delivering, failing to deliver on products and services, procurement fraud, giving and receiving of bribes, and money laundering.

You can facilitate honest business by: setting an ethical tone; vetting employees before hiring them; regularly communicating to employees on the expected code of conduct; addressing deviations in employee behavior in a timely manner; reporting any unethical or illegal activity that you come across.

What are the reporting channels? Anyone from our Kenya, Uganda and Tanzania contacts, can contact Integrity/Ethics line by dialing the dedicated Toll Free number, e-mail and website, post and fax facilities.

This information will be analyzed and forwarded to designated senior officials of Car & General who will decide on corrective action to be taken.

We urge all of you to make the real difference and report what you know to Tip-offs Anonymous for the good of everyone. Remember, not reporting integrity issues is a matter of integrity. Make use of our anonymous Integrity/Ethics line.

PIAGGIO EV AT WRC NAIVASHA

On 21st March 2025, Car & General displayed Piaggio electric three-wheeler and Garmin in the World Rally Championship (WRC) event held at Olkaria Geothermal Field, following an invitation by EMAK under KenGen. This provided a great platform to showcase innovation and sustainability, particularly in the areas of electric mobility and smart navigation technology.

During the event, electric three-wheeler garnered attention from attendees, including industry experts and rally fans who were keen to learn about its advantages in reducing carbon footprints. Car & General is committed to sustainable mobility and cutting-edge technology, aligning with Kenya's broader vision of green energy adoption and digital transformation. The presence at WRC Olkaria further reinforced Car & General's position as a leader in innovative transport and navigation solutions.

Car & General remains dedicated to partnering with key stakeholders to drive technological advancements in Kenya, and looks forward to further collaborations that support clean energy and smart mobility initiatives.

EDITOR'S NOTE

CarGenVoice requests all members to send in their articles, letters, stories, pictures and quotes for publication. Make your voice heard by sharing it through our quarterly publication.

www.cargen.com

IR, DOOSAN TRAINING GDC IN NAIROBI

On 21st March 2025, Car & General hosted a technical training session on Ingersoll Rand Compressors and Doosan Portable Compressors at its headquarters.

The session was attended by technicians from Geothermal Development Company (GDC) and aimed to enhance their expertise in operating, maintaining, and troubleshooting these high-performance machines.

The training focused on efficiency, longevity, and reliability of the compressors, ensuring that the attendees gained hands-on knowledge in handling these industrial assets. The session also included interactive Q&A sessions, allowing participants to address specific challenges they face in their daily operations.

This initiative shows commitment of Car & General to provide not only world-class equipment but also technical support and training that empowers customers to maximize productivity. With continuous training programs, the company reinforces its position as a leader in industrial solutions in the region.

Car & General looks forward to hosting more such training sessions, fostering stronger partnerships, and ensuring customers get the best out of their equipment.

PIAGGIO ELECTRIC DEMOS IN ELDORET

Car & General recently conducted demonstrations and training sessions on the Electric FX Max Cargo in Eldoret town and its outskirts, including Kaptagat Springs and Living Room Hospital. This initiative, held in collaboration with the CarGen Eldoret team, aimed to introduce and promote clean energy solutions through e-mobility.

At Kaptagat Springs, the EV unit will play a crucial role in water distribution, showcasing the practical application of electric mobility in essential services.

The training sessions were led by National Aftermarket Manager Vincent Njoroge and Key Account Manager Carol Samuel, who guided the CarGen Eldoret team and prospective clients on the benefits of transitioning to electric vehicles. Attendees expressed enthusiasm about adopting eco-friendly, noise-free transport solutions.

Speaking at the event, Moses Ndolo, Business Leader at the Eldoret branch, expressed confidence in the expansion of EV opportunities in the region. His sentiments were echoed by Antony Maweu, Regional Manager for the Rift Region, who emphasized the potential of e-mobility in transforming transportation and logistics.

Car & General remains committed to driving innovation and sustainability by introducing electric mobility solutions that contribute to a greener and more efficient future.

BEATRICE MWANGI AWARDED

Beatrice Mwangi, a Customer Relations Executive, was recognized for a cost-saving initiative that resulted in substantial financial savings for the company. She identified and terminated 20 unused telephone lines that were being paid for.

To accomplish this, Beatrice conducted a thorough review of all company-registered telephone lines. She collaborated with the IT team to verify inactive lines and confirmed that they were no longer in use. She wrote a formal request to Telkom Kenya Limited, successfully initiating the termination of the dormant lines.

As a result of her proactive efforts, Car & General has eliminated unnecessary expenses and streamlined communication resources. In recognition of her initiative and commitment to financial efficiency, Beatrice was rewarded for her valuable contribution.

"We commend Beatrice for her diligence and innovative approach. This is a testament to how personal actions can lead to significant financial impact. The company is now saving Ksh. 215,669 per year due to Beatrice's initiative," said Raphael Atanda, The Head of Communications during the award ceremony.



QUOTES FROM THE ACADEMY LAUNCH

The day of the CarGen Academy launch will remain forever memorable. One of the things that came out was just we are embarking on a journey of building a sustainable business at Car & General.

A keen student of Robin Sharma, the author of "The Leader Who Had No Title", our CEO Vijay Gidoomal several quotes to take home during his launch speech.

I quote a number of them below:

- Education is the inoculation against disruption
- Leadership is what you do when no one is looking
- If you want to be proud of yourself, you have to do things that you can be proud of
- Consistency is the mother of mastery
- Work leadership reflects personal development
- Shift from complaint, blame and excuse to absolute personal reflection
- Nothing fails like success
- Master the three I's: Inspiration, Influence, Impact
- Remember 4 principles to lead the field
 - Become a grand master of your craft
 - Be not a cyber zombie
 - Destruction is the destroyer of creative construction
 - Optimize deep relationship - the business of people is people

We have to make ourselves better everyday. This will make us better leaders. This will make us a better business, better organization.

Car & General will 90 years in 2026. So let us build Car & General of the future beyond 2025.

PIAGGIO DISPLAY AT MARKET



On 8th March 2025, Car & General in partnership with Captivate Africa Limited displayed Piaggio three-wheeler at the Organic Farmers Market in Karen. This collaboration aimed to promote the versatility and efficiency of Piaggio three-wheelers while supporting a noble cause.

Captivate Africa Limited purchased a Piaggio City Petrol Plus which they utilize to sell raffle tickets for fund-raising initiatives focused on the Rhino Ark Charitable Trust for conservation of the Water Towers of Kenya. The presence of the Piaggio at the market not only enhanced brand visibility but also demonstrated its practicality in various business operations.

Car & General showcasing the Piaggio City Petrol Plus at a well-attended market increased visibility and recognition for the three-wheeler and by aligning with a fund-raising cause, Car & General strengthens its commitment to engage in community-driven projects while promoting sustainable mobility solutions.

TRADING GM'S FIRST TOWN HALL

The General Manager of Car & General (Trading) held his first town hall meeting on March 14, 2025.

From his presentation, it is noted that the first two months of quarter 1 of the fiscal year starting January 2025 have seen some improvement in performance. This trend must be sustained in order to make our business sustainable.

Good efforts in the two wheeler has seen good progress in that business. The market is showing some signs of improvement

It is, however, important that other business must perform. Our diversity must confirm that it is our biggest strength. We have a great opportunity in the Equipment Business and its aftermarket, just as we have a great opportunities in the rest. We must achieve our targets in all businesses.

We must equally watch our costs by keeping expenses under control to maximize profitability. We must maintain our margins as well. We must protect our profitability as we drive our volumes.

We must achieve our EBIT targets. As it is now, our EBIT is not sufficient to cover our finance costs.

Lastly, let us make our customers smile and let us remember - day 1 mentality!

KNCCI VISITS CAR & GENERAL

The Kenya National Chamber of Commerce and Industry paid a courtesy call on Car & General for a consultative meeting on how the two organizations can collaborate.

KNCCI's mandate is to advocate for a favorable commercial, trade and investment environment that supports enterprise expansion in Kenya. It protects interest and welfare of organizations through policy and advocacy, and arbitrates in trade disputes. C&G is member of KNCCI.

Apart from promoting trade outside Kenya, KNNCI also organizes exhibitions and gives access to 47 county chamber events, national events, offers access to local and national chamber networks; and facilitates incoming and outgoing trade missions.

C&G's team was led by the General Manager of Car General Trading Limited who highlighted the company's commitment to collaborating with other stakeholders for the betterment of Kenya's business environment.

On his part, Kiplimo Kigen, Head of Policy, Research and Advocacy at KNCCI, used the opportunity to hand over the KNCCI 2025 Business Barometer report. The report provides valuable insights into private sector performance an guides decision-making.

INTERNATIONAL WOMEN'S DAY '25

At Car & General, we marked International Women's Day in a style. This day is celebrated across the world on March 8th every year, in recognition of the strides made by women with regard to gender parity.

The day is also used to raise awareness on gender equality and to advocate for positive change. The women folk at Car & General Nairobi were honoured with a CEO breakfast to mark the day in Nairobi.

While celebrating and applauding in the strides made to achieve equality, women were encouraged to adopt a can-do it attitude while embracing emotional intelligence so as not to hinder personal growth.

The Car & General CEO - Mr. Vijay Gidoomal who attended the celebration at Head Office stated: 'Car & General celebrates International Women's Day, championing equal opportunities for all. We believe in women's potential for growth with hard work. As an equal opportunity employer, we support women in their journey to success.'

At Car & General, we are committed to diversity and inclusion at the workplace. As an equal opportunity employer, we are making progress towards gender parity since we know that a diverse workplace offers access to the same opportunities for everyone regardless of gender, culture, race or any other difference, and that diversity strengthens or sustainability as an organization.

We endeavor to achieve 50:50 gender parity by 2030.

**BEYOND
2025**
C&G for the Future





THE ACADEMY: Vijay Gidoomal, C&G CEO, Carol Omanjo (C&G COO and Erick Sangoro (MD, Cummins C&G who also couples up as the Head of the CarGen Academy during the launch of the academy in Nairobi..



SACCO DIGITIZATION: Dr Wilbur Khasilwa Ottichilo (center), the Governor of Vihiga County when he was paid a visit by Equity Bank and Safaricom to talk about the digitization of boda boda and tuk tuk SACCOs at his office. C&G's CIO Gilbert Mutai (far right) was present,



NEW KITENGELA: Car & General opened new premises in Kitengela town that feature a spacious showroom and workshop facility. The event was officiated by Sospeter Kiarie, the Aftermarket Manager.



NEW DEALER IN KITUI: C&G opened a new dealer in Kitui. The dealer, Salaba Holdings will be selling Piaggio three wheelers and TVS two wheelers as well as offer service and parts in the Eastern region town.



HAPPY VALENTINES: We gifted our customers during the #MegaLove at the Nairobi Mega Mall during this year's valentines Day.



LEDL MOTORS: Cummins CG had the pleasure of hosting the General Manager - International Business for LEDL Motors, Ravishankar R in Nairobi to discuss the LEDL



COLLABORATION: The Kenya National Chamber of Commerce and Industry paid a courtesy call on Car & General for a discussion of how the two organizations can collaborate.