

PRESS RELEASE

Foton Commercial Vehicle brand launches in Algeria

Algiers, Algeria – May 6 2015

Leading Chinese vehicle manufacturer Beiqi Foton Motor Co. Ltd (Foton) has launched a comprehensive range of its commercial vehicles into the Algerian market.

Foton Algérie - the official name of the Foton distribution company in Algeria - will offer a range of Foton's commercial vehicles including the 'Tunland' pick-up, the 'Aumark' light-duty truck, the 'Auman' medium and heavy-duty trucks and the 'Auv' bus.

Foton, one of world's leading commercial vehicle manufacturers was founded in 1996 and is headquartered in Beijing. Foton operates 20 vehicle and engine plants in China with an output of approximately 1,000,000 units per year. By 2020, Foton aims to achieve a production output of 3,000,000 units per year. Foton also has two key partnerships that have supported the growth of the Foton brand. In 2008, Foton and Cummins established Beijing Foton Cummins Engine Co. Ltd and began manufacturing 2.8 and 3.8-litre engines in Beijing with an annual production capacity of 400,000 units. In 2012, Foton established a joint venture with Daimler called Beijing Foton Daimler Automotive Co. Ltd to manufacture Foton's 'Auman' series of medium and heavy-duty trucks.

Foton Algérie will position itself as a trusted partner to its customers and offer a whole vehicle life service from sales to after sales service backed by original spare parts availability. Foton launches in Algeria with a network of seven dealers and a target to expand the network to 15 dealers by the end of 2015.

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About Abdul Latif Jameel

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