**Press Release**

**Based on the company's strategy to reach its customers in various platforms,**

**Tik Tok gives Kia Al-Jabr the advantage of public awareness campaign.**

JUNE 2021: In a move that reflects the keenness of Al Jabr Trading Company, dealers of Kia Motors in KSA , to communicate with its customers through all possible channels, directly or through multiple media platforms. The company, however, recently won the award for the famous social networking application “Tik Tok” for the best awareness campaign for a new product, for its recently launched campaign for its all-new Kia Sonet vehicle. The campaign included people filming and displaying videos on “Tik Tok” platform, during which the person explains the features that he sees in the vehicle, provided that his mother shall be the main focus in the idea of the work and during the filming time.

On this occasion, Mr. Wail Baghdadi, Chief Operating Officer of Al-Jabr Company said: "We are working according to a comprehensive media strategy to reach our customers in the various available media channels, specifically the social media platforms, which are the most prevalent and influential in our time, and interact with the rapid development they are witnessing in terms of the continuous emergence of new and effective platforms, in order to deliver our messages to our customers, which include services, new offers, as well as modern products, and all that we need to communicate to the public in general, bearing in mind that the way the message is presented shall be commensurate with the characteristics and nature of the platform and its receiving audience.”

Baghdadi praised the wonderful feedback of Kia Sonnet in the Saudi market after its launch, which is the latest addition to the family of multi-award winning Kia SUVs. The new Sonnet is distinguished by its dynamic presence and compact confident body, including an updated front grille shape known as Kia's "tiger nose", daytime lights with a heart-shaped design, and a stylish anti-slip plate at the bottom.

**For more editorial information about Al-Jabr Trading Company and its products, please contact:**

**|** Mr. Emad Issa

Media Relations Manager | Phenomenal of Public Relations & Events | Mobile: 0507014323 | Email: emad@prphenomenal.co

**|** Mr. Ahmed Khalid

Director of Public Relations and Events | Al Jabr Trading Company | Mobile: 0564971029 | Email: akhaled@kia-sa.com