

# COMPANY PROFILE

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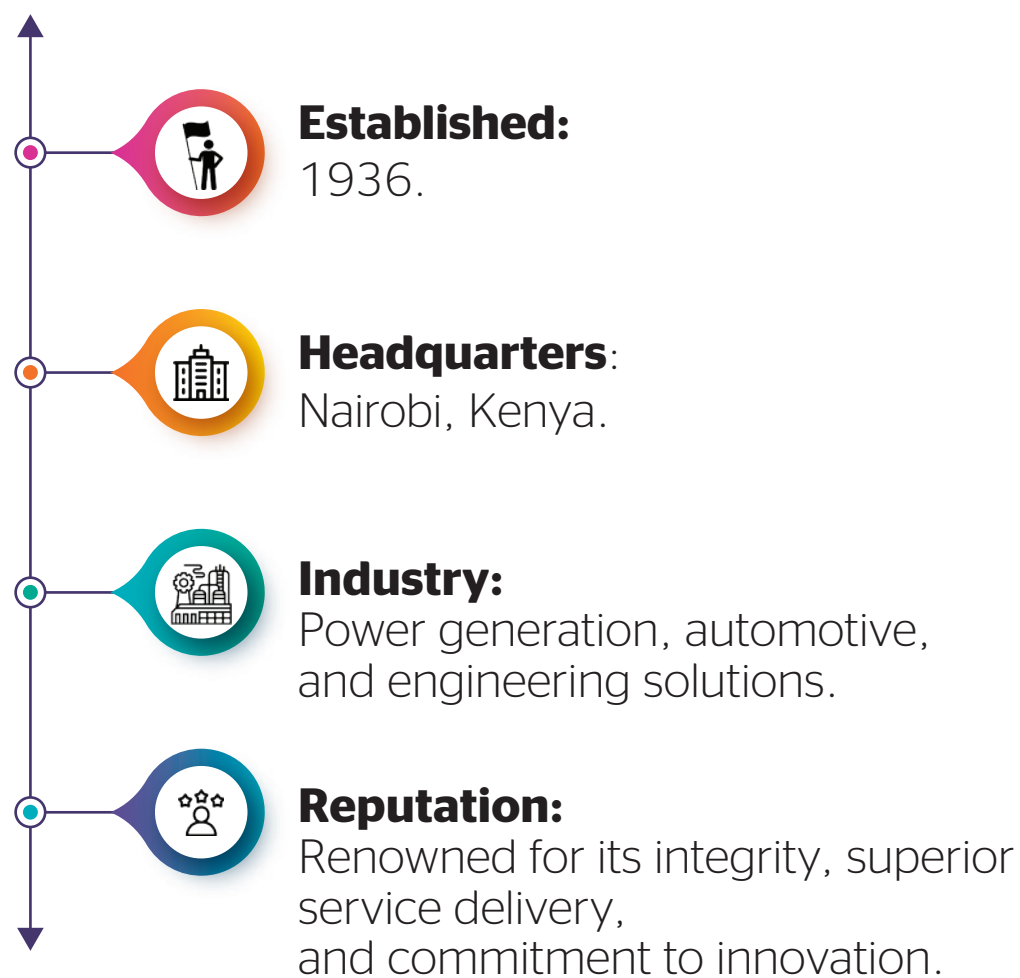
# TABLE OF CONTENTS

<b>03</b>	About Us
<b>04</b>	Our Mission, Our Vision & Core Values
<b>05</b>	Core Offerings - Consumer Products
<b>06</b>	Piaggio Three-Wheelers Marine Mercury Engines
<b>07</b>	Generators
<b>08</b>	Navigation Devices Ingersoll Rand Air Compressors
<b>09</b>	Excavators Doosan Toyota heavy duty forklifts
<b>10</b>	MRF tyres Kubota Tractor
<b>11</b>	Gasoline Engine Electrolux Washing Machine
<b>12</b>	Ace backhoe loaders DEVELON
<b>13</b>	Regional Presence
<b>14</b>	After-Sales Service Strategic Focus
<b>15</b>	Corporate Social Responsibility (CSR) - Health
<b>16</b>	Contact Information

# About Us

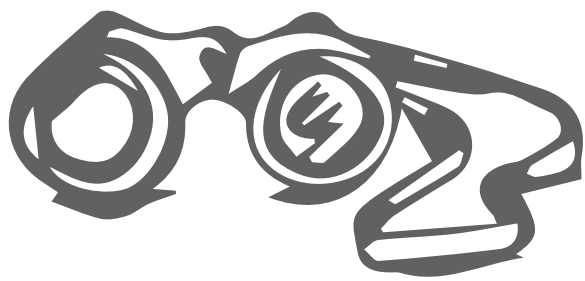
Car & General is a distinguished leader in East Africa's power generation, automotive, and engineering sectors. Established in 1936, the company has built a legacy of excellence, trust, and innovation, offering comprehensive solutions to meet the dynamic needs of its customers.

## Key Highlights:



# Our Mission

To be the leading provider of power generation, automotive, and engineering solutions in East Africa, delivering value through excellence, innovation, and customer-centric services.



# Our Vision

To create smiles and satisfaction in every street and every town by enhancing the quality of life with innovative products and services.

# Core Values:

- **Integrity:**  
Adhering to the highest ethical standards.
- **Quality:**  
Commitment to exceptional products and services.
- **Innovation:**  
Constantly enhancing efficiency and value.
- **Empowerment:**  
Encouraging accountability and leadership.
- **Customer-Centricity:**  
Focusing on the needs and satisfaction of every client.





# Core Offerings – Consumer Products

Car & General offers a broad spectrum of consumer products, designed to cater to diverse market needs while ensuring reliability, efficiency, and dura-



## Motorcycles

TVS motorcycles, recognized for their outstanding performance, reliability, and cost-efficiency, suitable for personal and commercial use.







**PIAGGIO**

## **Three-Wheelers**

Piaggio vehicles, ideal for cargo transport and passenger services in both urban and rural areas.

- We deal in Piaggio 3 wheelers Cargo & Passenger segment.
- Cargo Pickup sare with Diesel engine 435CC, load carrying capacity 800Kg.
- Passenger is 200CC with petrol engine Load carrying capacity is 400Kg.
- Country of Origin-India



## **Marine Mercury Engines**

Mercury and Mariner outboard engines offering unparalleled reliability for fishing, leisure, and professional marine applications.





# Generators

Cummins diesel generators (15KVA-3750KVA), offering reliable power for various applications, from prime power to emergency standby.



**Briggs & Stratton**

Briggs & Stratton (USA), a leader in small petrol engines for over 80 years, offers generators, lawn mowers, brush cutters, and light construction equipment with expert support and servicing

**Cummins Power Generation**

**Cummins Power Generation**

Cummins Power Generation provides 15KVA-3750KVA generator sets with prime or standby power, featuring acoustic canopies, silenced containers, and multiple setup options.





## Navigation Devices

Garmin Ltd. is an American multinational technology company founded in 1989 by Gary Burrell and Min Kao in Lenexa, Kansas, United States, with headquarters in Olathe, Kansas. Since 2010, the company is incorporated in Schaffhausen, Switzerland. Shop online Garmin Watches and Outdoor GPS, in Kenya! Car & General is the authorized distributor of Garmin in Kenya. They include automotive, wearables smart watches, sports and fitness, outdoor, marine devices and accessories..



## Ingersoll RandAir Compressors

- Available in both Reciprocating & Rotary screw types.
- Air Compressors range from 1.5KW to 300KW.







## Excavators Doosan

We specialize in providing top-quality excavators manufactured in Korea, designed for durability and efficiency, and supported by exceptional services from our team of highly qualified technicians.



### **Toyota heavy duty forklifts**

are designed and manufactured from the ground up with operator safety, comfort, productivity and efficiency in mind. The full line of new industrial material handling equipment ranges from hand pallet jacks to electric forklifts, reach trucks, order pickers and stackers. Whatever your lifting, moving, stacking, picking, or handling - Toyota has the solution for you







# MRF

## MFR Tyres

MRF (Madras Rubber Factory) is an Indian multinational and the largest manufacturer of tyres in India and the fourteenth largest in the world. It has a manufacturing range of from motorcycle tyres to fighter jet ones. An enterprise that started as a toy balloon maker in 1946 in South India quickly grew to become one of India's biggest and respected companies. Renowned for product superiority and innovation, MRF continues to be the leading tyre-maker in India.



Off the Road Tyres

Farm Tractor Tyres



M/C Tyres



Truck & Bus Radial Tyres

# Kubota

## Kubota Tractor

We supply Kubota tractors from Japan, with capacities of 45HP, 70HP, and 95HP, along with a full range of agricultural implements, including disc ploughs, disc harrows, planters, boom sprayers, and tractor trailers. be the leading tyre-maker in India.







## Gasoline Engine

We stock generators (3.5 KVA to 10 KVA), lawn mowers, brush cutters, water pumps and utility engines. We have qualified engineers and technicians to offer support and servicing.



## Washing Machine

Electrolux Group is a leading global appliance company that has shaped living for the better for more than 100 years.

We reinvent lifetime taste, care and wellbeing experiences for millions of people, always striving to be at the forefront of sustainability in society through our solutions and operations. It is the world's largest appliance maker of commercial laundry machine - washers, dryers, spare parts and accessories.







Action Construction Equipment Limited is an Indian material handling and construction equipment manufacturing company, incorporated in 1995. In 2019, the company was ranked at #223 in Fortune magazine's "Next 500" list of mid-sized Indian companies. Car & General supplies Ace backhoe loaders, cranes, graders and rollers.



## **DEVELON**

Develon construction equipment ranges from medium and large excavators and wheel loaders, to articulate dump trucks and small construction equipment. It has secured production, sales and distribution around the world





# Regional Presence

Car & General operates an extensive network across East Africa, ensuring accessibility and responsiveness to customer needs.

## Kenya:

Headquarters in Nairobi.  
Branches in major towns including Mombasa, Nakuru, Kisumu, Kisii, Kitale, and Eldoret.

## Uganda:

Kampala office located at Plot 81, Jinja Road, providing comprehensive product and service support.

## Tanzania:

Branches in Dar es Salaam and Arusha, strategically positioned to serve industrial and commercial clients





# After-Sales Service

Car & General's commitment to customer satisfaction extends beyond product delivery through its exceptional after-sales services. These services are designed to ensure optimal product performance and longevity.

## Key After-Sales Services:

Availability of genuine spare parts and accessories for all product categories.

Expert repair and maintenance services by certified technicians, ensuring minimal downtime.

Fully equipped service centers at all major branches, offering quick and efficient support to customers.

Customer education programs to maximize the use and care of products.



# Strategic Focus

Car & General's strategy centers on innovation, sustainability, and superior customer experiences. The company continuously adapts to market demands to deliver value-driven solutions.

## Key Objectives:

Enhance customer satisfaction through innovative and high-quality products.

Maintain operational excellence and achieve financial targets.

Expand the company's regional footprint and strengthen market leadership.

Uphold corporate responsibility by integrating sustainability into all operations.





# Corporate Social Responsibility (CSR) – Health

Car & General is deeply committed to the health and well-being of communities through impactful health initiatives.

## Health-Focused Programs:

### Eye Care:

Collaborative programs with Lions Club International, providing free eye check-ups, glasses, and corrective surgeries.

### Blood Donation:

Regular drives to support national blood banks, saving lives in emergencies.

### Employee Wellness:

Holistic health programs, including on-site gym facilities, medical camps, and wellness workshops

**We Accept Payments From**



**MPESA Paybill - 4038080 & A/C Number - "mpesa mobile number"**



# CONTACT US



## **Headquarters**

Nairobi, Kenya.

Regional Offices

Uganda: Plot 81, Jinja Road, Kampala.

Tanzania: Dar es Salaam and Arusha.



## **Website**

[www.cargen.com](http://www.cargen.com)



## **Contact Numbers**

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**CAR** *and*  
**GENERAL**

*Power for better living*