



## MARKET

In Kenya, when one thinks of Land Rover or Jaguar the name RMA Kenya is bound to come up. RMA Kenya is where one goes to when looking for any vehicle made by either brand. Their current annual turnover is \$30,543,860.

RMA Kenya targets a very specific premium niche and are currently the market leaders in the Kenyan SUV segment with Land Rover at 43% and Jaguar at 23%.

## ACHIEVEMENTS

RMA Kenya is the market leader, not just for the cars they sell but also for their outstanding 3S (Sales, Service, and Spare Parts). Their exceptional service centres and after-sale service show creates a long relationship of trust between RMA Kenya and the customer.

RMA Kenya, since inception, has received many accolades and awards among them Superbrands status for 2015/2016 which is an immense achievement for the organisation that is only three years old.



Year 2016/2017, Land Rover Importer of the Year 2016/2017 and Parts and Accessories award of the Year 2016/2017.

RMA Kenya was also awarded Importer of the Year Sub Saharan Africa 2015/2016 by Jaguar Land Rover.

## HISTORY

RMA Kenya was established in Kenya in June 2013 with Mr. Sanjiv Shah at its helm. Owned by the RMA Group whose Headquarters are based in Thailand. The RMA group has its footprints in over 70 countries and employees over 7000 people.

RMA Kenya has been steadily increasing its growth since its establishment, becoming a market leader in the SUV segment.

## PRODUCT

RMA Kenya know that when one is buying a Jaguar or Land Rover

RMA Kenya was honoured to receive three highly coveted awards at the JLR Importer of the Year Ceremony for Sub Saharan Africa on 17th May 2017 which include:- Jaguar Importer of the

one is buying so much more than a car. Jaguars and Land Rovers are designed with unrivalled capability to deliver comfort, refinement and the ultimate driving experience.



With highly motivated and qualified teams they sell the following vehicles:

**Land Rover:**

- Range Rover
- Range Rover Sport
- Range Rover Evoque
- Discovery
- Discovery Sport
- Defender

**Jaguar:**

- Jaguar F-Pace
- Jaguar F-Type
- Jaguar XJ
- Jaguar XF
- Jaguar XE

**RECENT DEVELOPMENTS**

With each new model of car comes new developments. The car industry is constantly evolving and so does RMA Kenya.

**New Service Centre**

RMA Kenya will be opening a new modern top-of-the-line Service Centre this year. This centre will be located just behind the showroom in Westlands. This will offer more convenience, premium service and experience to Jaguar and Land Rover customers.

**LAUNCHES**

**New Jaguar F-Pace**

Jaguar F-Pace is the current best selling nameplate with performance cross over, blending exhilarating performance with intuitive



technology and class leading practicality.

Jaguar F-Pace is the most practical sports car, it brings together sporty handling and dramatic beauty with everyday practicality and efficiency.

**New Discovery 5**

New Discovery is a quantum leap forward in SUV Design. A radical and sharply focused approach to embodying Land Rover's vision of the most versatile and capable SUV. All-New Discovery is synonymous with capability and

versatility, whether off-road or in the city.

Discovery combines the flexibility of a beautifully crafted full-size seven seat interior, packed full of ingenious design details, with dramatic proportions, clean modern lines and a dynamic silhouette.

**Range Rover Velar**

Range Rover Velar is a new addition to the family and will be ranked between the Range Rover Sport and Range Rover Evoque.



**PROMOTION**

RMA Kenya works closely with Jaguar and Land Rover in marketing its various brands.

RMA K uses a 360° marketing approach which includes: Print, Billboards, TV, Digital, SoMe, JLR Experience Events and Guerrilla PR. They make sure that the promotions are pinpointed toward a specific demographic.

TV Adverts are placed when viewing is at peak and prime time.

Print ads on days with highest readership, as well as in high-end lifestyle magazines that have a higher shelf-life.

**BRAND VALUES**

The RMA Group core values are:-

- Innovation
- Integrity
- Endurance

RMA Kenya is committed to following these values.



[www.rmagroup.net](http://www.rmagroup.net)

**Things you didn't know about RMA**

- RMA group has a hospitality division the Express Food Group which operates food and beverage franchises across South East Asia, developing popular international brands such as The Pizza Company, BBQ Chicken, Costa Coffee, Swensen's, Dairy Queen and Krispy Kreme Doughnuts. With over 60 outlets located in Singapore, Cambodia, Laos and Myanmar, Express Food Group continues to expand rapidly and is a leading multiple food franchise operator in the region.