

Al Salam Bank Reinforces Its ESG Initiatives Through an Exclusive Auto Financing Offer for New Energy Vehicles in Partnership with BYD During Ramadan

Manama, Bahrain – 4 March 2025: Al Salam Bank has announced the launch of an exclusive auto financing offer in collaboration with BYD, a global leader in New Energy Vehicles (NEVs) manufacturing. The offer will be in effect from 15 February to 31 March 2025, reinforcing the Bank's commitment to sustainability by encouraging the adoption of eco-friendly transportation solutions and contributing to the Bank's Environmental, Social, and Governance (ESG) initiatives.

As part of this initiative, clients financing a new BYD new energy vehicle through Al Salam Bank will be eligible for a cashback reward of up to BHD 1,000, with amounts ranging between BHD 500 and BHD 1,000, subject to the offer's terms and conditions. Additionally, the Bank is offering flexible and competitive financing solutions to make new energy vehicle ownership more accessible to clients.

By promoting green mobility, Al Salam Bank actively contributes to Bahrain's sustainability agenda and the global transition toward a low-carbon economy. The initiative reflects the Bank's dedication to integrating ESG principles into its financial services, enabling clients to make environmentally conscious choices while benefiting from tailored financing solutions.

"The Holy Month of Ramadan is a time when demand for new vehicles typically increases, making it an ideal opportunity to introduce financing solutions that support our clients in transitioning to new energy vehicles", said Mohamed Buhijji, Head of Retail Banking at Al Salam Bank.

Buhijji further added, "At Al Salam Bank, we continuously collaborate with leading automotive brands to offer exclusive financing opportunities that align with our clients' aspirations. This initiative not only reinforces our commitment to sustainable mobility but also enhances our clients' overall banking experience by providing innovative and value-driven financial solutions that meet their evolving needs."

Commenting on this occasion, Mr. Mohammed Adel Fakhro, Managing Director of Fakhro Motors (exclusive distributor of BYD in Bahrain), said: "As a company dedicated to advancing sustainable mobility, BYD is committed to delivering cutting-edge new energy vehicles that redefine transportation. Our partnership with Al Salam Bank reflects a shared vision of promoting eco-friendly automotive solutions, ensuring that more drivers in Bahrain have access to innovative and energy-efficient vehicles. This collaboration underscores our long-term commitment to expanding the adoption of electric mobility across the region while providing customers with reliable, high-performance solutions that align with global sustainability efforts."

For more information about the offer, clients can visit www.alsalambank.com, contact the Bank via WhatsApp at 17005500, or schedule an appointment through the virtual branch on Skiplino.