

# SOUQ.com launches automotive category for Car Care Products and Accessories on the platform

## Car Accessories, spare parts, audio and video systems, tires, GPS, and car care protection products now on best deals at click of a button

**9th January 2017, Kingdom of Saudi Arabia:** SOUQ.com, the Middle East's largest online retail and marketplace platform has announced the launch of their automotive category to provide a huge selection of car accessories online at the most exciting deals. The automotive category is one of the region's first for an e-commerce platform- enabling customers to choose from the largest assortment of car care products and accessories at the click of a button. This new category on SOUQ.com features interior and exterior car accessories, spare parts, tyres, audio and video systems, GPS navigation systems, car care protection products as well as car tools and devices: <http://saudi.souq.com/sa-en/automotive-sa/c/?ref=nav>

This region is witnessing a trend for car customization and consumer preference for a comfortable and entertaining driving experience has propelled the demand for interior car accessories. SOUQ.com stays ahead of the curve with the launch of their latest category that responds to a trend that is seen as a major driver for the market until the end of 2024. The covers segment alone is estimated to record the highest CAGR of 6.8 per cent, reaching a value of \$ 61.59 billion by 2024 end according to a report from Persistence Market Research.

This one stop online store for car accessories offers customers the latest cool car gadgets and accessories from the biggest automotive brands online- such as Garmin, Mabuti, Skypine, Sparco, Kenwood, and many more. Customers can now effortlessly spruce up their car decor with the trendiest interior accessories and also possess technologically-advanced audio and visual systems.

**Saleem Hammad, General Manager KSA, SOUQ.com**, comments, “Our endeavor is to always put our customers at the heart of our business. Constantly adding new categories is part of our drive to deliver a world-class online shopping experience to our customers and complete their purchase cart on SOUQ.com. In line with the digitalisation of automotive business in the region, this exciting category caters to our digitally savvy consumers that are leading the online shopping trend.”

He adds, “With E-commerce set to dominate the way we make our daily purchases, we remain even more committed to our vision of connecting people with innovative products and categories, amazing deals and groundbreaking technology.”

SOUQ.com prides itself on developing strong brand partnerships with local and global brands across its categories and the platform now houses some of the top automotive accessories brands including Hyundai, Pioneer, Car Care Express, Boschmann, Good Year, Autostar, Armor All, Kraftwerk, Roadmaster, Sonar Tires, Garmin and many more.

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#### ABOUT SOUQ.COM

SOUQ.com is the largest online retail and marketplace platform in the Arab world, featuring more than 1.5 million products across 31 categories such as consumer electronics, fashion, health and beauty, household goods, and baby. Today, SOUQ.com attracts over 45 million visits per month, with localized operations in the KSA, UAE and Egypt.

SOUQ.com offers a convenient and safe online shopping experience with secure online payments, option to pay cash on delivery and free returns. For more information, visit [www.SOUQ.com](http://www.SOUQ.com).



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