

Pioneering Chinese SUV brand Haval making name in country's streets

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Dhaka : Haval is the pioneering Chinese SUV brand in Bangladesh, with over 10 million units sold globally since its inception. The quality cars of the brand are also making a name in the streets of Bangladesh.

Saleh Khaled, Chief Operating Officer, Ace Group, said this while talking to The Bangladesh Monitor at his office in the capital recently.

Since 2016, Ace Group has been representing the premium Chinese brand Haval in Bangladesh. So far, the sales number has been encouraging, while the niche target market of Haval is growing year on year, informed Saleh.

The leading SUV brand in China brings its state-of-the-art cars in Bangladesh. Compared to sedans, SUVs are better for rough roads due to its height and ground clearance. Not to mention, the stunning views

customers get to enjoy from the car is unparalleled, claimed Saleh.

Most of the cars of Haval available in the market currently are HEVs, offering more mileage than gasoline cars, but in competitive price.

For instance, Saleh mentioned, the seven-seater 2000cc Tank 500 HEV is currently one of their best-selling products. It runs 10-12 km per litre, while a contemporary gasoline car of 3000cc runs only 3-4 km per litre.



Even though, it is a hybrid and costs less, the sheer power of the car is no less than any contemporary gasoline car.

The brand's Jolion and H6 line are also super popular, mentioned the COO.

Also, quality service is one of the key points Haval prioritises. It offers all sorts of repairing services across the country.

The COO further mentioned, the brand has one outlet in the capital and two others in Chattogram and Sylhet.

As part of the further plans, Saleh informed, they wish to increase their service centre presence across the country.

The brand also offers one full electric and one diesel car at the moment.

Since the mass uprising and student protests beginning mid July, the business has gone drastically, sighed the COO.

However, an upward recovery trend is gradually being witnessed, said the COO, with hopes of a recovery in the following months.

Haval is a specialist manufacturer of premium SUVs and is the No 1 SUV brand in China and has been for the past 15 years, as per the brand's website.