
Al Abdulghani Motors Unveils New Digital Products to Revolutionize the Customer Journey



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AAM participated in Web Summit Qatar 2025 and showcased its latest cutting-edge mobility solutions

Doha, Qatar – 25 February 2025: Al Abdulghani Motors, the authorized distributor of Toyota and Lexus in Qatar, launched a suite of innovative, customer-centric digital products that were featured at Web Summit Qatar 2025. These products, designed to enhance the overall customer experience, are part of Al Abdulghani Motors' efforts to provide cutting-edge mobility solutions for all.

At the heart of this digital transformation are the newest Toyota and Lexus mobile apps which serve as a customer companion, managing customer orders and aftersales needs. Users can schedule service appointments, track service status, view their vehicle's maintenance history, and enable payments directly through the app, saving valuable time. The mobile apps aim to offer comfort and convenience for all customers, ensuring a smooth ownership experience.

The redesigned Toyota and Lexus websites offer an engaging and informative online experience. Customers can explore vehicle options, compare features, book test drives, initiate purchase orders, and track their vehicle journey from order to delivery. This intuitive interface ensures a seamless browsing experience, bringing all relevant information to the customer's fingertips.

Al Abdulghani Motors also showcased KINTO, its innovative mobility service offering short- and long-term rental options tailored to the customer's individual needs. KINTO, effectively integrated with the digital platforms, offers customers the option to manage their leasing and subscription services online, enhancing ease and comfort. From vehicle selection to payment and management, the entire process is streamlined to be user-friendly, providing a modern and convenient experience.

Visitors were able to experience the innovative digital products first-hand at Al Abdulghani Motors' booth at the Web Summit. Interactive product demonstrations and user-testing sessions

provided valuable feedback, ensuring an enhanced customer experience. A captivating video also highlighted the full range of digital products, soon to be available to all customers.

“In an age where technology is evolving at an accelerated pace and market demands are constantly shifting, Al Abdulghani Motors remains committed to staying at the forefront of digital transformation as a key driver in enhancing the customer experience,” said Mr. Abdo Sweidan, Chief Operating Officer at Al Abdulghani Motors. Our participation at Web Summit Qatar 2025 was the perfect opportunity to reaffirm our digital leadership in the automotive industry. Our latest digital products highlight our commitment to providing cutting-edge mobility innovations while ensuring seamless support for our customers throughout their ownership journey. We believe these tools will redefine the way customers engage with our brands and elevate their overall experience.”

The launch reaffirms Al Abdulghani Motors’ commitment to embracing digital transformations and new technologies, focusing on sustainability and ensuring that the customers receive the best possible service.

To learn more about Al Abdulghani Motors’ latest digital offerings, visit the Al Abdulghani Motors [website](#).