



01 ABOUT US

Established in Lebanon in 1957, Rasamny-Younis Motor Company S.A.L. (RYMCO) has distinguished itself within the automotive industry, embodying a legacy of excellence since its inception. Over the years, RYMCO has solidified its position as a market leader, achieving remarkable growth and outpacing competitors through a blend of retail and business-to-business strategies.

With a dominant presence in both new and used vehicle sectors, RYMCO has consistently ranked among the top three automotive companies in Lebanon over the past decade.

RYMCO proudly serves as the exclusive retailer for a range of prestigious automotive brands, including Nissan Motors, Infiniti, GMC, McLaren Automotive, Lotus Cars, HongQi, UD Trucks, Golden Dragon, and through its motorsports division, RYMCO Powersports, the company holds exclusive retail agreements for renowned brands such as Kawasaki and Peugeot scooters, along with various accessories and gear brands.

By forming strong ties with government entities, corporate partners, and vehicle rental companies, RYMCO has secured numerous fleet sales and maintenance contracts, further solidifying its market position. Committed to ensuring customer satisfaction, RYMCO operates a network of strategically located after-sales facilities across Beirut and has expanded its service reach through agreements with sub-dealers. Pioneering innovation in Lebanon, RYMCO was the first automotive dealer to introduce mobile workshop and fast lane services, demonstrating its dedication to convenience and efficiently meeting customer needs.

Through its reputation, expertise, and a clear vision for the future, RYMCO has expanded its operations to major cities in Africa and the Republic of Iraq. This expansion has been made possible through cooperation and collaboration with prominent local players, further cementing RYMCO's status as a dynamic and forward-thinking automotive entity on an international scale.

02 MISSION & VISION

Mission

Committed to honoring its legacy, RYMCO places paramount importance on delivering an unparalleled customer experience within the automotive dealership industry. Our focus remains on offering exceptional value to our stakeholders, fostering a vibrant and supportive workplace for our employees, and demonstrating an enduring dedication to addressing the needs of the community.

Vision

In its pursuit of maintaining a leading position within the automotive industry, RYMCO is dedicated to venturing into new market segments that cater to diverse customer demands. The company is committed to delivering unparalleled customer service characterized by the highest standards of quality. Moreover, RYMCO is at the forefront of innovation, actively exploring new technological advancements to redefine the user experience within the regional automotive market.

03 PORTFOLIO

DEALERSHIP BRANDS



04 THE ORGANIZATION

• Chairman/CEO:	Fayez Rasamny	• CRM Manager :	Pamela Moussa
• COO:	Gaby Dib	• Spare Parts Manager:	Ahmad Dimashkieh
• Director of Finance:	Nada Ayoub	• After Sales Director:	Mazen Ghawi
• General Manager HongQi & Commercial Vehicles:	Nabil Ghantous	• HR Manager:	Tania Sabbagh
• Sales Manager:	Alain Mechantaf	• Marketing Director:	Fouad Rasamny

05 RYMCO IN NUMBERS



* 3 years to date

06 RYMCO CSR ACTIVITIES



Established in 2019 during Lebanon's severe financial crisis, PCare emerged to address the critical need to save lives. The exodus of healthcare professionals, hospitals struggling to stay afloat by requiring payments in foreign currency, and insurance companies hesitant to provide coverage have plunged many Lebanese citizens into dire circumstances. Since its inception, PCare has collaborated with over 40 hospitals nationwide, alleviating the medical expenses of over 15,000 patients across Lebanon.



Malaak, a non-profit organization established in 2013, plays a crucial role in supporting the education of refugees residing in camp settlements in Northern Lebanon. Acknowledging the significant impact of a healthy, educated, and integrated refugee on the host community, Malaak swiftly responded to the refugee crisis, despite the economic, social, and infrastructural challenges it posed. By offering a secure environment and essential learning opportunities, Malaak prioritizes the development of resilient individuals within both the host and refugee communities, fostering a positive impact on all involved.



As part of its commitment to corporate social responsibility, RYMCO consistently supports the Lebanese Red Cross by providing newly equipped vehicles to enhance their crucial societal missions. RYMCO also offers extensive support for spare parts and aftersales service at its dedicated fleet management center.



SCAN FOR MORE



1599

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