

Al Salam Bank Partners with Euro Motors to Launch a Comprehensive Auto Financing Offer

Manama, Kingdom of Bahrain – 4 August 2025: Al Salam Bank has announced a strategic collaboration with Euro Motors to launch a limited-time comprehensive Auto Finance offer, providing exceptional value and convenience to clients on select BMW models. This collaboration reflects the Bank's continued commitment to providing innovative banking experiences that align with the evolving lifestyle aspirations.

Through this exclusive offer, clients can benefit from attractive pricing on BMW vehicles, along with a bundled package that includes a five-year service plan, five-year warranty, one-year registration, and one-year comprehensive insurance. Monthly payments start from as low as BHD 242 (terms and conditions apply), offering clients an accessible and seamless path to premium vehicle ownership.

This initiative is part of Al Salam Bank's broader strategy to expand its retail product suite through strategic partnerships and lifestyle-driven offerings. By partnering with Euro Motors, the Bank is enhancing its Auto Finance proposition with best-in-class benefits tailored to clients seeking a refined and flexible ownership experience.

Commenting on the launch, Mr. Mohammed Buhijji, Head of Retail Banking at Al Salam Bank, stated: "At Al Salam Bank, new ways to deliver value through innovative financial solutions and strategic collaborations. Our partnership with Euro Motors strengthens our Auto Finance offering and reflects our client-first philosophy – enabling premium car ownership to be more rewarding, accessible, and effortless."

Richard Gough, General Manager at Euro Motors, added: "We are pleased to collaborate with Al Salam Bank to bring this unique offering to the market. The campaign represents a shared commitment to delivering exceptional service and tailored automotive experiences. Clients can now enjoy the prestige of driving a BMW, backed by a comprehensive package and the simplicity of financing through one of Bahrain's leading banks."

Al Salam Bank continues to pursue strategic partnerships that enrich its retail offerings and deliver differentiated experiences to clients. To learn more or apply, please contact Al Salam Bank Relationship Managers: Mansoor Al Ghurair at 39261929, Sayed Jalal at 36105001, or Sayed Mahmood at 39174790. Alternatively, you may visit the Bank's website at www.alsalambank.com or book an appointment via the virtual branch on the Skiplino app.

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