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## WHO WE ARE

CarFirst is Pakistan's most trusted used-car trading platform, with a network of purchase centers and warehouses across Pakistan. Soon after its launch, CarFirst revolutionized the used car trade in Pakistan by offering comprehensive solutions such as evaluation, certification, financing, insurance and many more. The company aims to keep adding value across the customer's journey, improving efficiency and transparency at every step of the car trading process. Strong demand, national expansion, fueled by innovation and implementation of international best practices, served as primary drivers of success and growth for CarFirst. Owing to its success, CarFirst secured the largest Series 'A' investment in Pakistan from Frontier Car Group and the largest Series 'B' investment from OLX Group. CarFirst was founded by Raja Murad Khan with just two employees in 2016 and now it employs over 300 people with over 25 purchase centers operating across Pakistan.



### CEO and Co-Founder of CarFirst Raja Murad Khan

*"CarFirst was founded with the vision of changing the used car trade in Pakistan with innovation and technology. We at CarFirst understand and cater to the needs of today's customer, who are adopting new technologies, upgrading their cars more frequently and don't have time to waste with bureaucracy and inefficiencies. We keep adding value across our customer's journey, improving efficiency and transparency at every step of the car trading process."*





## **HOW WE WORK**

### **HOW TO SELL A USED CAR WITHIN 45 Mins TO CARFIRST?**

Used Car owners can sell their used car within an hour in the most secure, convenient, and transparent manner to CarFirst. Our unique online system is backed up by a nationwide network of purchase centers which makes it hassle-free for a seller to bring their cars over for an inspection and sell their used car within an hour through a seamless and safe process. CarFirst's inspections specialists inspect each car thoroughly, using onboard diagnostic devices, to assess its condition at the time of inspection. Our team of market and technical experts then guide potential sellers about the current market value of their car and make an offer to the seller accordingly. Once the seller agrees to the price, CarFirst begins document verification and transfer of ownership and makes the full payment at the time of possession.

Being in the business of buying used cars, we provide a platform to used cars owners to sell out their car to carFirst in the most secure, convenient, and transparent manner.

The whole process is really easy and convenient for the customer

### **HOW TO BECOME A STRATEGIC PARTNER AND BUY FROM CARFRIST?**

CarFirst strategic partners gain access to Pakistan's first online app for used-cars, which offers them the fastest way to find the perfect car that fits their buyers' needs. Providing fully inspected and certified cars save our partners from worrying about any unidentified mechanical problems and helps them feel secure about the pre-checked paperwork.



## WHAT WE OFFER

### **CORPORATE FLEET PROGRAM**

CarFirst's Corporate Fleet Program has successfully become the go-to solution for corporations across Pakistan. The program provides logistical support and hassle-free tailored solutions such as Fleet Liquidation, Value Guarantor, and Buyback Program to multinational and local companies looking to manage their auto fleets.

### **DEALER APP**

CarFirst's comprehensive Dealer App for used cars provides our strategic partners access to a certified extensive inventory of cars, sourced from across the country. Our dealer partners can view and purchase cars in the fastest, simplest and most secure way possible.

### **EXCHANGE PROGRAM**

CarFirst's Exchange Program gives customers an opportunity to exchange their old car with a certified used car at any CarFirst Purchase Center across Pakistan. With this program, as opposed to getting cash for your old car, it allows you to trade up your old car for a certified used car, by offsetting the value of your old car against the price of the certified used car.

### **MERCHANT PROGRAM**

CarFirst's Merchant Program is the way forward for new auto industry entrants looking to grow the size of their business in Pakistan. We provide auto industry entrepreneurs instant credit on purchases of up to PKR 6 Mln, access to hundreds of fully inspected and certified cars with pre-checked paperwork, market intelligence systems, latest market prices, trends, and access an online platform.



## **DOST PROGRAM**

CarFirst's Dost Program an incentive program is open to every city in Pakistan and anyone can become a Dost by registering online, free of cost and start receiving cash rewards for each car sold to CarFirst via their reference.

## **APPRENTICESHIP PROGRAM**

CarFirst Apprenticeship Program is a training program for mechanical engineering students who have a keen interest in the automobile industry. The program focuses on developing core business skills and participants are taught mechanical and electrical aspects of cars and receive theoretical and practical training in all things related to cars. The best performing apprentices are offered a permanent job offer at CarFirst.

## **WHAT THE PRESS HAS SAID**

*"Seeks to disrupt the used car market"* - **Dawn News**

*"The company has developed a trained workforce of over 200 employees with global expertise and is giving prominent positions to females in its core team"* - **Express Tribune**

*"CarFirst is transforming the way used-cars are traded in Pakistan"* - **Business Recorder**

*"It set a new benchmark in innovation by launching Pakistan's first live auction platform for used cars."* - **The Nation**

*"CarFirst – the nation's leading used-car trading platform"* - **The News International**

*"It has made great strides in the way the used car sales sector works."* - **Tech Juice**

*"Pakistan's leading used-car online auction and trading platform have launched Pakistan's first all-female staff Purchase Center."* - **Daily Times**



*“CarFirst CarBazaar established as a mainstream auto event” - Technology Times*

*“Over 8000 people signed up for CarFirst's Dost Program within weeks of its launch” - Geo*

*“The business model works to facilitate both the car sellers and dealers”. - Profit Magazine*

*“CarFirst’s aims also to help local auto-entrepreneurs, individuals who want to start a sustainable business in the automobile industry” - The Financial Daily*

*“CarFirst one of the fastest-growing entities in the auto sector” - The Nation*

*“CarFirst and City traffic police working for towards making roads safer” - Pakistan Observer*

## WHAT OUR PATRONS HAVE SAID



## **CONTACT US**

Get in touch with CarFirst and specialist teams at our head office and regional offices or find contacts around Pakistan.

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(Email Icon) [info@carfirst.com](mailto:info@carfirst.com)

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## **CONNECT WITH US**

We're always looking to connect with those who share a common interest.

[Facebook](#) – [Instagram](#) – [LinkedIn](#) – [YouTube](#)