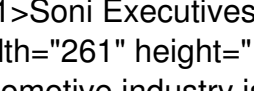






Soni Executives

 Soni Automotive Group's management experience in the automotive industry is unparalleled. Our current management's three decades of automotive experience is defined by relentless pursuit of excellence and customer satisfaction. The Quraishi family has been in the automotive business for over 98 years. Our highest priorities have always been honesty and integrity, and providing top selection, low prices, quick delivery and unparalleled customer service to our local and global customers. We are here to serve you. Please feel free to contact any one of us by telephone, fax or by [email](mailto:sonivigo@gmail.com). We look forward to meeting you offline and online. We are proud to be a part of the worldwide Bloomstar Motoring Group and can work with our sister companies and affiliates to help you find the vehicles you need.

We sell not only [Toyota Hilux Vigo](vigo.html), [Mitsubishi L200 Triton](triton.html), [Toyota Fortuner](fortuner.html) and [Nissan Navara](navara.html) but also [Ford Ranger](ranger.html), [Chevrolet Colorado](colorado.html), [Isuzu Dmax](dmax.html), [Isuzu MU-7](mu7.html), [Honda CR-V](crv.html), [Mazda Bt-50](bt50.html), [Toyota Avanza](avanza.html), and a range of quality Thailand assembled Japanese and American vehicles including heavy-duty trucks as [Mitsubishi Fuso](fuso.html) as well as Honda, Suzuki motorbikes.

  Our intrepid CEO **Jim Quraishi** has over 23 years of US executive experience with some of world's leading corporations as Xerox, Ziff, Hearst, Gruner+Jahr and Disney. He is a strategic leader who sets the overall vision and charts future direction for the global Soni organization and helps local leaders in achieving this vision. He has grown his businesses with the philosophy of treating all customers the way he would like to be treated if he were the customer. His success is a direct result of his unique ability to quickly determine what the customer needs and his determination to find it! Jim is an avid traveler, and enjoys writing in his spare time. It is innovation that makes him tick and he loves to bring new ideas to fruition. As Soni's CEO, Jim leads through example, cultivating deep relationships with clients and reinforcing a work environment that strikes the right balance between casual and professional. Jim adheres to the philosophy that the quality of business results from the quality of relationships, a belief reflected by Soni's long-standing clients.

  With a twenty-five year career in worldwide automotive industry, our dynamic COO and President **Soni Quraishi** is considered one of Asia's foremost business and community leaders. He is one of world's leading experts in automobiles and has extensive relationships in manufacturing and dealership community. You'll be hard pressed to ask a question about cars he cannot answer. He has run motorcycle and automobile dealerships in multiple cities of the world since 1981. In that time he has established a reputation for honesty, service before and after the sale, and above all, his knack for picking quality cars.

Soni has always been and always will be active in the daily operations of the dealership but armed with a strong discipline in customer service and stakeholder analysis, he is also a strategic thinker and has broad experience in business strategy and development.

He is a car aficionado and knows the ins and outs of each car series. Since his 16th

birthday, there has always been a new car in his garage every few months. He is an expert car technician and can fix cars of all kinds. Although Soni hung up his wrenches years ago, his technical knowledge allows him to select defects-free used cars.

His marketing acumen is legendary. In fact, many of the advanced automotive marketing strategies used in automotive export markets in Asia are rooted in the development of Soni Quraishi's career where, if not actually originated by him, they were most certainly honed to a fine art through his adaptation. Soni's vision and marketing skills have transformed a medium size automotive company into a formidable multinational juggernaut that Soni Motors currently is.

Soni's team of dedicated staff is the single most important contributing factor to Soni Motors' success. Forever the entrepreneur, Soni thrives on the challenge of his team serving an ever growing global clientele in six continents of the world. He has, over the years, exhibited a keen business sense and a generous spirit. His success is built on a foundation of tireless dedication and unswerving honesty.

He takes great care in monitoring HR issues, managing staff needs and morale. Soni keeps his team happy and focused, and is proud to say that they are testament to these efforts. He considers himself to be a role model and mentor to his staff and leads by example. He strongly encourages leadership and initiative amongst all employees, assisting them in learning project management and delegation of authority.

As well as managing a dynamic team of employees, he is also involved in mentoring newcomers to the industry. His commitment to management methodology not only ensures professional staff development within his company, but also allows him to offer his skills to the greater community. He has regularly supported work experience students, both from schools, and individuals seeking to improve their skills.

Soni does not suffer fools gladly but his straight talking no-nonsense style is loved by his employees and customers alike. You always know where you stand with him. His customers recognize that he is not out for a quick buck but looking out for their long-term interests.

He has a "hands on" commitment to providing exceptional customer service and is out in trenches with his employees ensuring that customers specifications are exceeded wherever possible.

Soni is passionate and innovative. He believes that innovation does not sprout from merely a great idea but in the brilliance of its execution. He is actualizing the dream of our Founding Fathers with passion and piling success upon success through innovation, professionalism and by keeping our Fathers promises of lowest prices, highest quality, integrity and customer service. He loves what he does and this means that a passion undergirds everything he does. He fervently believes that in order for us to succeed we must participate in our customers success and this is why 80% of our business is repeat and referral business and our customers continue to go from one success to another.


Paralleling Soni's career accomplishments, a passion for the arts and an abiding commitment to the business and social welfare of his community is seen in his numerous philanthropic projects and fundraising commitments.


Soni has earned respect from members of his community and trust from all of his customers. Soni is proud of the reputation he has built. It is something he works on every day, always striving for constant improvement in both business and social responsibility.

Community service is an important part of Bloomstar's mission. Sharing has always been an important to Soni and he is proud of his charitable reputation. Soni was at the forefront of Bloomstar's tsunami relief effort in South East Asia and visited tsunami affected regions personally to oversee our extensive relief efforts. He was also the dynamo behind Bloomstar's efforts to help the earthquake devastated regions of <a


[Pakistan](Thailand-top-car-exporter-to-pakistan.html). Soni speaks fluent Thai, English, Urdu and Hindi.


As with any effective team, Jim's and Soni's visions, skills and focuses are brilliantly complementary, thereby ensuring the Bloomstar's and Soni's excellence and continual growth.





 Our Senior Vice President Export Division **Sam Quraishi** has 16 years of experience in selecting defects-free automobiles and handling all aspects of car exports. He also has extensive contacts with accessories and parts manufacturers.

Sam wears many hats. In addition to being our Export Executive, he is also our Pre-Owned Manager and has a knack of finding all potential defects in a pre-owned vehicle. It is a lot to juggle but Sam takes his task to heart and has carved a niche for him and his family's business. Like Soni, he is a car enthusiast and his expertise is diverse and extensive. Like Soni and Jim, Sam Quraishi is a hard working visionary who is constantly striving to build on the family foundation of service, selection, and satisfaction. Sam believes that the success of Soni Automotive Group can be attributed to a commitment to quality, which has been Quraishi signature for over seventy-six years. Sam is proud to maintain the high standards first set by his great grandfather, and to continue the Quraishi tradition of excellence. He speaks fluent Thai, English, Urdu and Hindi and he became quite fluent in Arabic during his tenure in Dubai in the early 90s when he managed different aspects of a car showroom in Dubai. He was therefore a natural pick to establish our office in Dubai which was then turned over to Sunny Quraishi.



 Our SVP **Sunny Quraishi** has over 10 years of automotive experience and had used his knowledge and passion for automobiles to turn Surin and Dubai divisions into great success stories. Sunny upholds the tradition that his family began by making sure that Soni Dubai's clientele feels comfortable with every stage of their transaction whether you are buying, leasing, servicing or in need of parts. He knows his cars and knows his customers. He had an almost 100% monthly turnover of his car inventory when he was at the Surin division. He only acquires cars that fit the taste of his clientele and is able to pair the right car with the right person. It was only a rare car that lasted in his showroom for over a week. It was because of his efforts that Soni Motors Dubai quickly became one of the most renowned and successful car dealership in Dubai and made its place among Dubai's Top Ten automotive exporter. Sunny speaks fluent Japanese, Thai, English, Urdu and Hindi. He is the liaison with our Japanese affiliates.





 Our Customer Service Director and Office Manager **Suriirat** has over 16 years of experience in winning customer satisfaction in a number of industries. She has been an integral part of Team Soni for the past seven years. In addition to her customer service role, she also oversees our finance and accounting departments. She works directly with the finance companies on a daily basis to assure all documentation is handled smoothly and efficiently.

Our export customers may not know her but she is working tirelessly behind the scenes to facilitate the exporting process. She handles all the Thai Customs and import formalities as soon as the vehicle is purchased so when the deregistration document is in our hand, your vehicle can be loaded onto a ship without any

wait. It is her staff that prepares invoices and other paperwork that you receive.

She is meticulous in every aspect of her profession and is respected for her organizational skills. She has a facility with navigating Thai bureaucracy effectively for the benefit of our customers. Her hobbies include spending time with her nephews, attending automobile related events, and volunteering for local organizations.

◆

  Our Director Parts Division **Jeff** has long standing relationships that allow us to source spare parts and accessories at best prices. He is also in charge of our accessories manufacturing division and ensures quality control and timely delivery. He never hesitates in putting his 200% effort in getting things done. He is a whiz with numbers and computers and is a fellow workaholic.

Jeff has expertise in IT, quality used car acquisition and supplier relationship management. With an entrepreneurial spirit, Jeff brings a team approach to his job and divides his time between our showrooms and our corporate headquarters. He may be supervising accessories installation one hour and helping Service organization resolve some service issue another hour and then late at night he might be busy replying to emails and working on some IT project.