



**MODEF**

**مستقبل المعدات الحديثة**  
MODERN EQUIPMENT FUTURE EST.

**Saudi Arabia's leading**  
***VEHICLE MODIFICATION EXPERTS***



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# 1 / BACKGROUND

## A. COMPANY HISTORY

Since its beginning in 2009, MODEF counted with a R&D specialized department with completely skilled professionals equipped with the most advanced technical solutions in order to deeply study the design and the proper solution to each market necessity, to each client and to each product. Currently, MODEF is the main company in the transformation of special modified vehicles and body manufacturing and works with the big Saudi companies offering unique solutions. To achieve this result, it has established its own working style based on quality, innovation and customer service as fundamental pillars of the company, simultaneously undertaking environmental and society commitment. Quality and innovation at client's service.

## B. WHAT WE DO

Modern Equipment Future MODEF, is the Saudi leader in the manufacturing, transformation and adaptation of special vehicles. During the last decade, it has expanded the business activity to the design and conversion of all type of ambulance, medical and paramedical special vehicles, mobile workshops and

service vehicles, VIP vehicles and RV homes, Food and beverage trucks and all kind of business on wheels, catering service and facility management. Modern Equipment Future MODEF has commercialized its products in all the regions of KSA highlighting its dedication to high quality and standards. Modern Equipment Future MODEF delivers the market's most advanced solutions with engineering and production systems which adapt to the needs of each client, and relies on the investigation, the innovation and development as distinguishing marks.

**OUR STRENGTH LIES IN OUR  
EXTENDED KNOWLEDGE OF THE  
SAUDI MARKET FOR MORE THAN ONE  
DECADE.**



# 2 / STRATEGY AND MISSION

## A. VISION STATEMENT

No Satisfaction for just manufacturing excellent products that are state of the art and lasts throughout the time. Our aim is to provide you with solutions and products to increase your work value and go beyond your full potential.

## B. MISSION STATEMENT

MODEF is dedicated to provide the highest and most professional quality services from, meeting the customers required delivery dates and providing efficient solutions in accordance with the client's needs. On the other hand, MODEF has become one of the pioneers in vehicle conversions including trucks, vans, trailer and SUVs into medical, rescue and security, fire firefighting, commercial, F&B, Luxury and recreational and what is recently known as Business on wheels.

### OUR SPECIAL POINTS

Our professional team in marketing and sales, technical support and installation, commissioning, testing and servicing our wide range of products provide the customer with the best in market solutions and service to satisfy their needs and

requirements.

MODEF covers all the regions of Saudi Arabia from North to South, West to East including a wide distribution and sales network for all its spare parts and other products.

Under development through an accelerated plan, MODEF is building A state of the art Facility for vehicle modifications and after sales service to offer the best sophisticated products and services services conform to the manufacturers standards from all over the world. Also the plan includes many after sales outlets in all main cities with a plan to have its mobile workshop with dedicated staff to serve all the clients in remote areas.

Our Strength lies in our extended knowledge of the Saudi Market for more than one decade and our experience in developing and diversifying our product range without compromising the quality and the high end finishing, with a full adaptation to the market needs in all sectors and digging into the niche market providing the most efficient and valuable solution to our clients.



### **C. VALUES**

We offer Longevity and long-term ROI with great resistance to stress and failure.

We exceed standardization, ensuring our products are perfectly customized to your needs.

We challenge ourselves, raising the quality standards and improving what we have already achieved.

We offer full support, reaching you wherever you need with highly trained after sales team ready to assist you on the run.

### **D. BUSINESS GOAL**

We chase perfection, we develop our products according the ever changing markets requirements, high technology updates and the country Vision 2030 with full adaptation to the various daily and temporary challenges like emergency periods we are living every day.

We look towards covering all sectors with designs, products and services that keeps you satisfied and highly efficient.

We want to achieve a long term business relationship with all our clients and ever growing business partners in all sectors.

### **E. GROWTH STRATEGY**

Covering Saudi Arabia, from North to South, West to East.

Multiplying our sales and after sales network all around KSA and GCC.

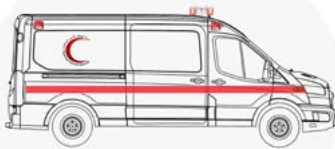
Offer New products with distinguished features, specs and accessories.

Raise the value of competition in the Middle East by all means.

### **F. WORKING PROCESS**

From very well engineered designs, studied and researched as per your needs, we go through a very well organized and structured manufacturing process that takes into consideration highly machined materials, top quality components, trustworthy components and goes to the assembly lines where all the technicians work as a team to deliver you a very well manufactured product without forgetting the testing, quality control phase that ensures the high quality final product.

# 3 / PRODUCTS



**Ambulance Type I and II**



**Medical and Paramedical  
Specialty Vehicles**



**Mobile Workshops  
/ Services Vehicles**



**VIP Vehicles  
/ RV Homes**



**Food and Beverage trucks**



**Business-on-Wheels**





## ***AMBULANCE TYPE I AND II***

Normal Standards with high-quality equipment and finishing.

Based on Vans (Ford Transit, MB Sprinter, ...) and 4x4 SUV (Ford Expedition, Chevrolet Tahoe).

Based on 4x2 trucks (Ford F350 and GMC Sierra).

Meeting Saudi Aramco, MOH, and International Standards.

Sophisticated Internal conversion with Medical Polished Fiberglass.

Including standard and special medical equipment from certified brands.

American and European Safety lightbars, Siren and microphone.













## ***MEDICAL AND PARAMEDICAL SPECIALTY VEHICLES***

Mobile Clinic (General, Dentist, . . .),  
Laboratories, Blood donation vehicles,  
one-day surgery, veterinary clinic,  
medical Shelters.

Vans, buses, trucks (4x2 and 6x4), and  
Trailer Based.

Sterile medical environment  
weatherproof, well-lit, and  
professionally equipped.

Separate waiting area and treatment room  
with insulation.

Fully equipped with Rooftop ACs, Silent  
Generator, water tanks, and plumbing.













## ***MOBILE WORKSHOPS / SERVICE VEHICLES***

All cars and tires service: oil, tires, and fast preventive maintenance, Road side assistance.

Pickup mounted, truck mounted, van based, trailers and container (20 and 40 Ft).

Heavy duty conversion with insulation, walls, ceiling and floor covering.

Comprehensive electrical works with generator, switchboard and sockets.

Fully Customizable storage with ergonomic and efficient space management.

All kind of equipment supply and installation.







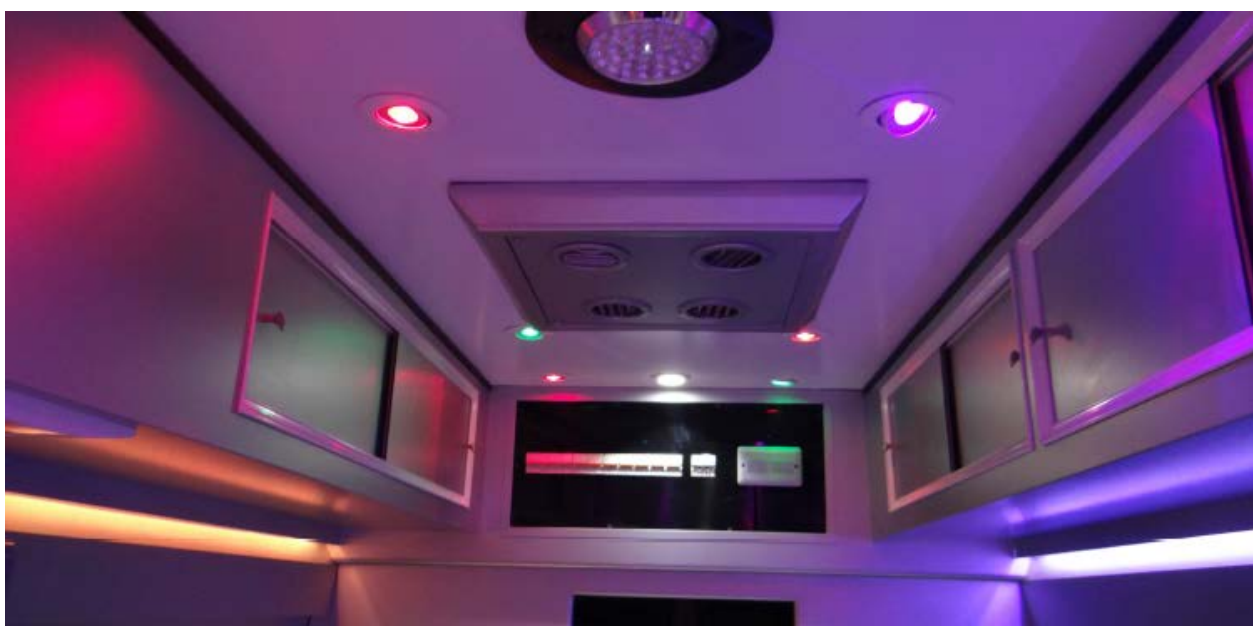
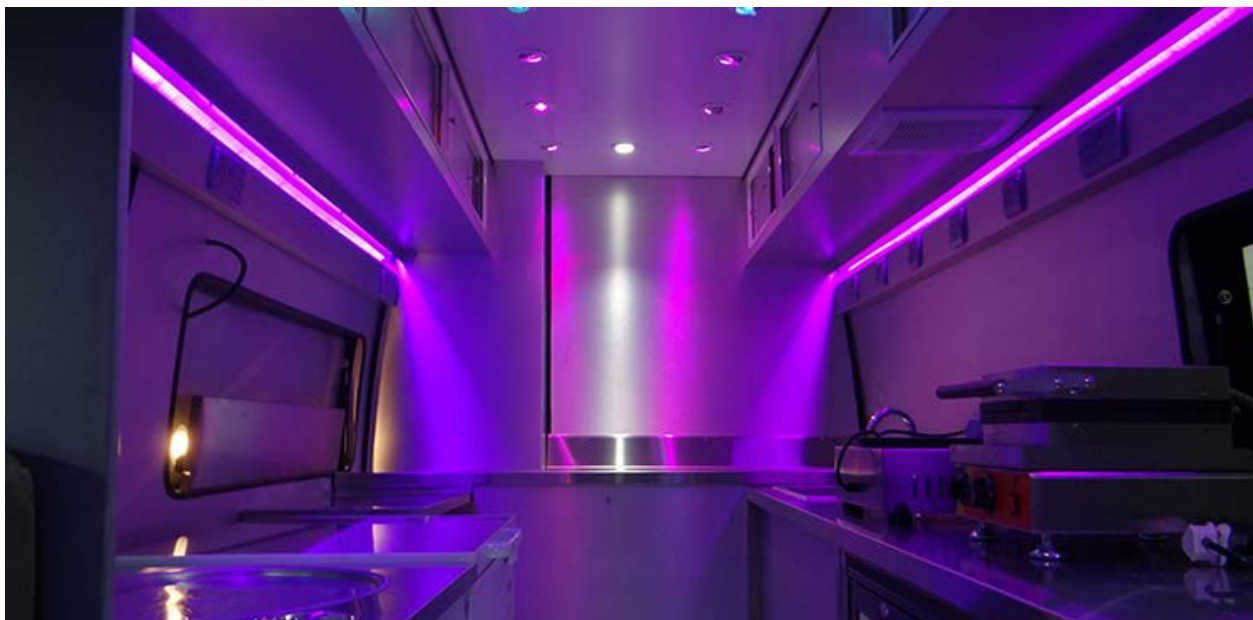






## ***FOOD AND BEVERAGE TRUCKS***

- Top-of-the-line professional food trucks.
- Diversified designs: Vans, trailers, and Truck Mounted.
- Customizable Internal design with broad range of materials and equipment.
- Full conversion with insulation, walls and ceiling finishing, electrical, plumbing, internal and external decoration.
- Supply and installation of all kitchen Equipment and Utensils.











## ***/ VIP VEHICLES / RV HOMES***

World State of the art conversions with infinite choices of styles, colors, and materials.

Ergonomic designs with different setups of living space, kitchen area, sleeping room, toilets and bathing facilities .

Luxury and comfort oriented arrangement with full aeration and ventilation, connectivity, entertainment, and smart media devices.

Fully Intelligent controlled electric and mechanical connections with ease of access for maintenance.

Internal and external customized Décor with high end lighting and different accessories.













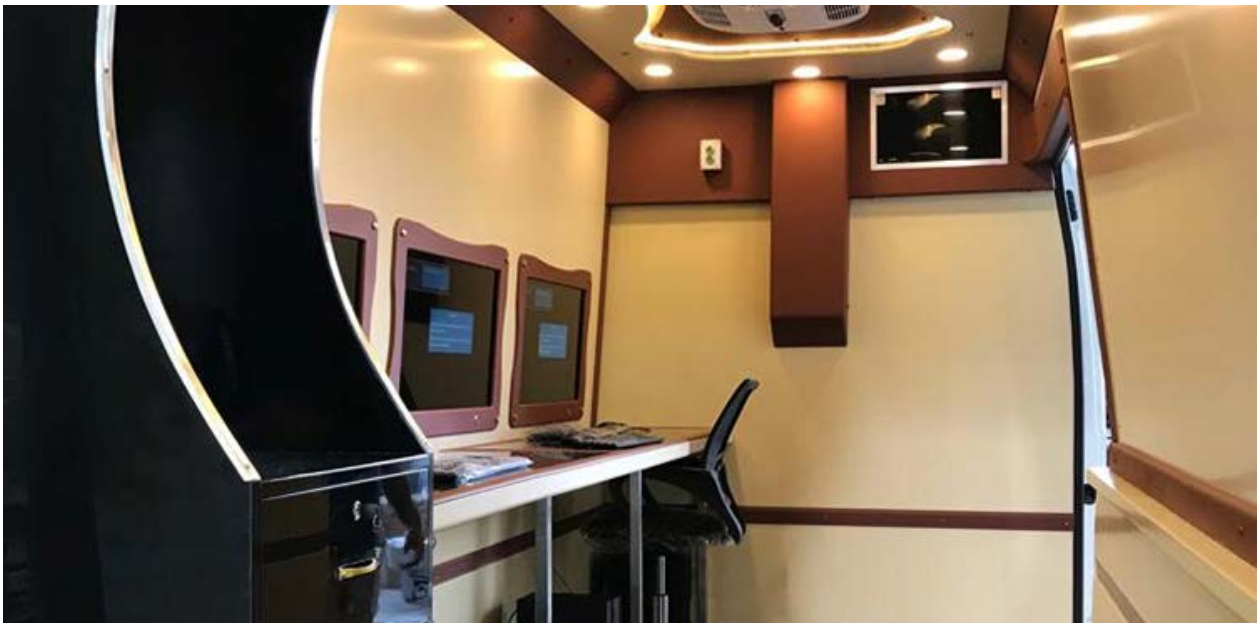


## ***BUSINESS-ON-WHEELS***

Adaptation of any existing or new business to a mobile or modular one. We call it "Business-on-wheels".

Ticketing sales vans, Pet Grooming Vans, Mobile Ceramic showroom, Toys vending truck, Luggage transportation van, Spa/Barber shop Truck or van and any other trading, service or activation business.

Provide us with your idea and concept and we will design the ideal vehicle for your business model with all what you need to make it successful and efficient with the highest return on investment.





# 4 / MANAGEMENT AND TEAM

Very homogeneous members who work in full coordination and cooperation to ensure the establishment smooth and successful operation and business.

**Saeed Abou Dabeel**  
Owner and General Manager

**Chadi Hobeika**  
Business Development Manager

**MODEF MOST IMPORTANT ASSETS  
ARE ITS EMPLOYEES. MODEF  
SUPPORTS THEM BY OFFERING JOBS  
IN A WONDEFUL ENVIRONMENT.**

# 5 / PROJECTS / PORTFOLIO



MICHELIN TIRES - DESERT CARAVAN



MINISTRY OF HEALTH: BLOOD DONATION VEHICLES



SAUDIA MEDICAL CO. TYPE II AMBULANCE



PETROMIN MOBILE TIRE SERVICE VEHICLE



AL-MAHROOS - DEUTZ MOBILE SERVICE VANS



FRAIKIN - MOBILE SERVICE UNITS



ROYAL VET CLINIC PET GROOMING

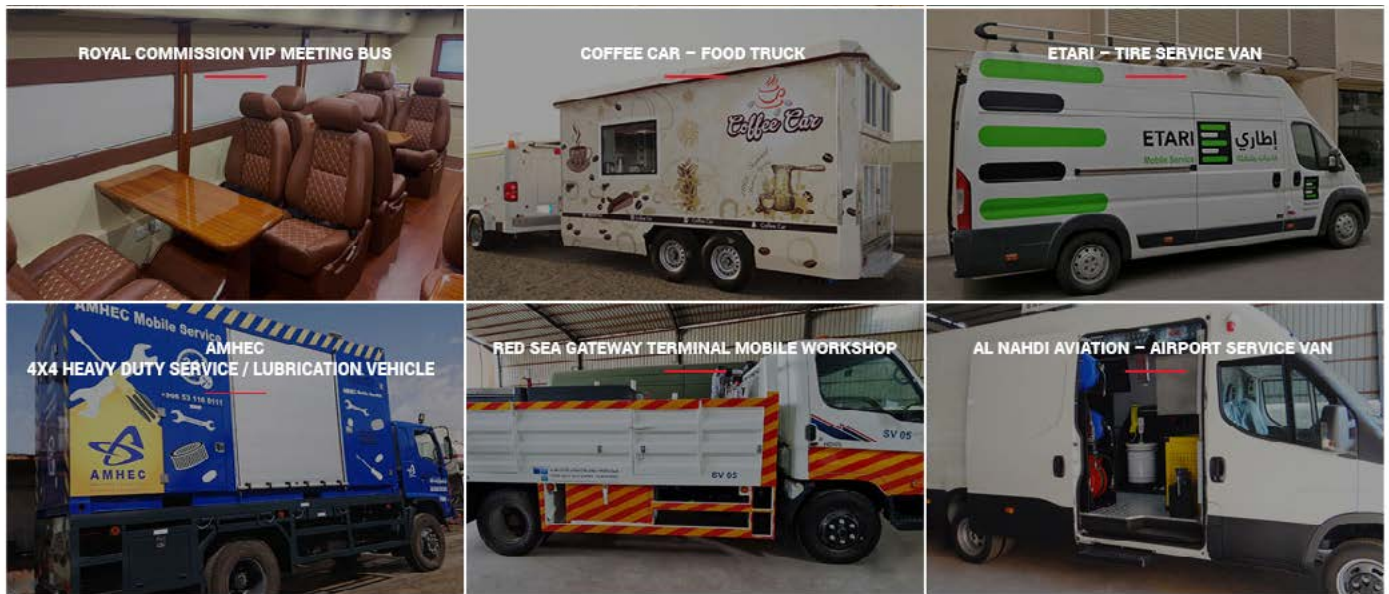


TOYS R US - TOYS MOBILE SHOWROOM



VIRGIN MEGASTORE - MOBILE TICKETING SALES VAN





We serve our clients wholeheartedly using our full capacity to meet their needs.

References and testimonials:

### OUR CUSTOMERS LIST





**Hertz.**  
Lease

**Hankook**  
driving emotion



محطة بوابة البحر الأحمر  
RED SEA GATEWAY TERMINAL

**LogiPoint**  
لتمكين الخدمات اللوجستية

**Abdullah Holding**  
الغايضة

ياسرف  
Yasref



بترو رابغ  
Petro Rabigh





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