IKCO

PRODUCT DESIGN

Case Study

Date	Platform	Screens
2023	Website	+30 Screens

Project Overviwe

- Iran Khodro Co. (IKCO) Website is an user-friendly platform for customers in all around the world. Our focus on the premium idea and the principle of sustainability appeals to people worldwide. IKCO is the biggest automaker in the Middle East Region and owns a large share of Iran's auto market. By using the Iran Khodro website, you can receive all the services before and after buying a car, online.

Problem Statement

- There is significant need for for full vehicle details and high quality car photos among in IKCO website. Customers needed these facilities on the site in order to compare and make the right choice.
- Building trust is one of the most challenging tasks for IKCO website. Most people will be skeptical and find it difficult to take that final plunge. There is currently a lack of a profile and exact location on a map for dealers. Adding a small profile of the dealership, its history, key people, and accomplishments are all great ways to build a great rapport with any visitor to ikco website.

Design Process

Discover → Define → Ideate → Design → Evaluate

User Persona

User personas are based on real-life data and reflect the wants and needs of our target audience. User personas are important because they help Make informed product decisions. Empathize with user experiences and needs.

KEY PERSONA

USER PERSONA FOR CAR WEBSITE

Bio

Iman is 44-year-old and owner of advertising company. he is an active father of two, still plays team sports and avid traveler who likes to explore new places. He regularly plans his travels every 2-3 months with his personal car. He uses vehicle daily for commuting, picking up kids from sports and vacations.

Personal Detail

Age: 44

Status: Married

Profession: CEO

Location: Erbil

Goal

Iman is looking for a vehicle that offers outstanding fuel economy, smart features and enough space for him and his family.

Key Challenge

- Unable to find a guidance and resources for trusted brand.
- Not receiving up to date information from dealers.
- It's hard to find reputable company to buy a car.
- Finding reliable and skilled service provider.

Core Needs

- Photos and video that highlight vehicle's technology and styling features.
- Ability to gather and share information easily.
- A compony with a variety of cars to choose from.
- Provide excellent service for clients.

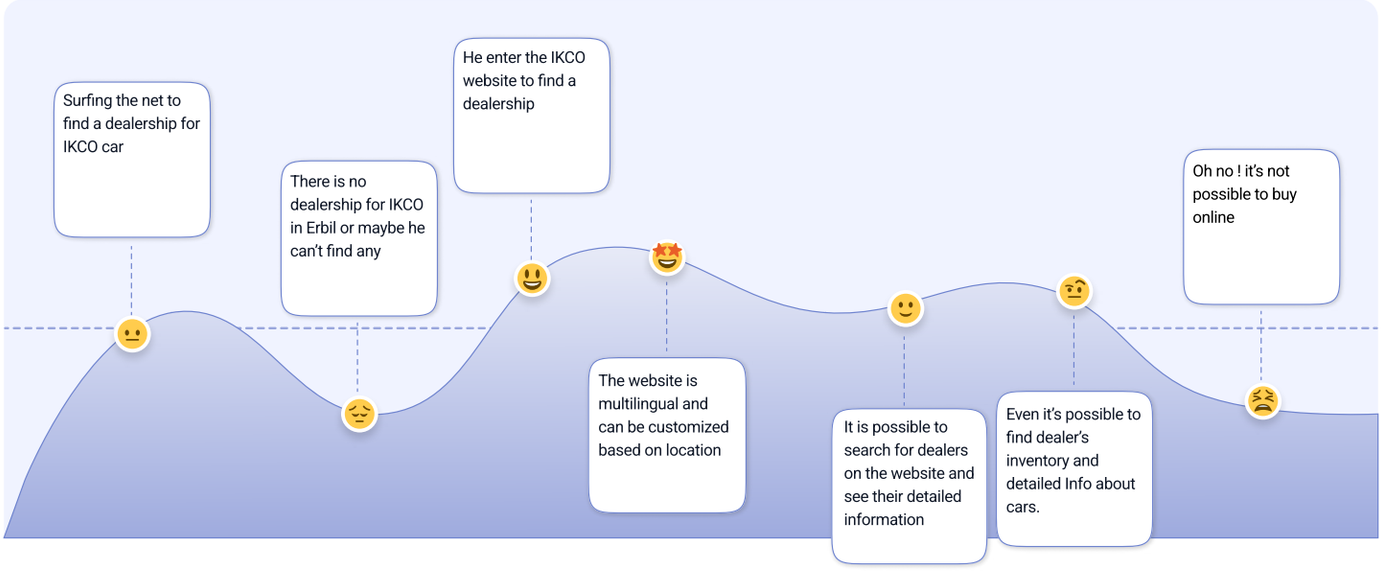
Behavior attributes

- Typically uses laptop or mobile to Browse.
- Influenced by online reviews and comments.
- Is extremely active on promoting new product or any new feature.

Journey Map

Iman has recently emigrated to Erbil with his family and he is looking for to buy an Iranian car from the Iran Khodro brand. This journey map highlights Iman's experience and emotions through this interaction with the IKCO website.

JOURNEY MAP



Competitive Analysis

A competitive analysis provides strategic insights into the features, functions, flows, and feelings evoked by the design solutions of our competitors. By understanding these facets of competitors' products, we can strategically design our solution with the goal of making a superior product and experience.

COMPETITIVE ANALYSIS

Acura Website

www.acura.com

THE GOOD

- Comprehensive product information and specifications.
- User-friendly detailed page for each vehicle.
- The use of high-quality images and videos enhances the overall user experience.
- The website provides downloadable brochures for each model, allowing users to explore the vehicles offline.
- Engaging storytelling approach through captivating visuals and narratives.

THE BAD

- Limited customization options compared to other website.
- Less interactive features or tools for users to engage with the brand.

Kia Website

www.kia.com

THE GOOD

- Kia Motors website has a modern and visually appealing design and it's easy to navigate.
- The use of high-quality images and videos enhances the overall user experience.
- Kia Motors provides detailed information about their vehicles, including specifications, features, and pricing.
- Each vehicle has its own dedicated page with comprehensive details, images, and videos.
- The website allows users to build their own vehicle by selecting desired features and accessories.

THE BAD

- The website may lack effective customer support features such as live chat or a dedicated support page, making it difficult for users to get assistance when needed.
- Lack of social media integration.

HYUNDAI Website

www.hyundai.com

THE GOOD

- The use of high-quality images and videos enhances the overall user experience.
- Easy-to-use interface with clear navigation menus.
- Hyundai has an intuitive and user-friendly website that allows easy navigation through different sections.

THE BAD

- Lack of personalization features for users to customize their vehicles.
- Navigation can be slightly confusing due to unconventional layout.

Toyota Website

www.toyota.com/

THE GOOD

THE BAD

- The use of high-quality images and videos enhances the overall user experience.
- Clean and elegant design.
- Website also offers online tools such as a car configurator and a comparison tool to help users make informed decisions.
- Easy-to-use interface with clear navigation menus.

- Lack of personalization features for users to customize their vehicles.
- Slow loading speed

BMW Website

www.bmw.com

THE GOOD

- BMW has a well-designed and user-friendly website that offers a seamless browsing experience.
- The website includes immersive visuals with high-quality images and videos showcasing their cars' design and performance.
- BMW also offers online tools such as a car configurator and a comparison tool to help users make informed decisions
- BMW's website also includes customer reviews and ratings, adding credibility to their brand.

THE BAD

- Lack of engaging content, such as blogs or lifestyle articles
- The website may have complex navigation, making it difficult for users to find the information they are looking for quickly and easily.

Mercedes-Benz Website

www.mercedes-benz.com

THE GOOD

- Mercedes-Benz's website is visually appealing with a modern and sleek design.
- The website also includes customer testimonials and reviews to build trust among potential buyers.
- The website includes immersive visuals with high-quality images and videos showcasing their cars' design and performance.
- Mercedes-Benz offers personalized recommendations based on user preferences, making the browsing experience more tailored.

THE BAD

- The website may have complex navigation, making it difficult for users to find the information they are looking for quickly and easily.

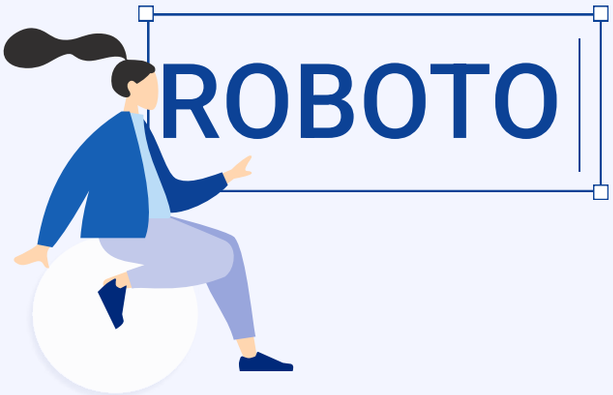
Style Guide

Style guide is a resource that contain the necessary guide related to our website user interface, which ensures continuity throughout the design process.

COLOR PALLETE

#0C4296	#003399	#000A1F	#101828	#101828
Brand color	Primary color	Secondery color	Font color	Gray Primary

TYPOGRAPHY



Roboto font is a elegant and modern sans serif font. It is very neat and clean. It have more readability and variety of options. That's why I used this font.

Roboto

Regular | **Medium** | **Semibold** | **Bold**

Roboto

Ag

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

Display 2xl — Font size: 72px | Line height: 90

Display 2xl Regular	**Display 2xl Medium**	**Display 2xl Semibold**	**Display 2xl Bold**

Display xl — Font size: 60px | Line height: 72

Display xl Regular	**Display xl Medium**	**Display xl Semibold**	**Display xl Bold**

Display lg — Font size: 48px | Line height: 60

Display lg Regular	**Display lg Medium**	**Display lg Semibold**	**Display lg Bold**

Display md — Font size: 36px | Line height: 44

Main colors

Brand color	Primary color	Secondery color	Font color	Container color	Base color
#0C4296	#003399	#000A1F	#101828	#FFFFFF	#000000

Primary colors

25	50	100	200	300	400	500	600	700	800	900
#FFFFFF	#E7EAF7	#C2C9EA	#99A6DC	#6F84CF	#4E69C5	#264FBB	#1F41BF	#113DA5	#003399	#002185

Brand colors

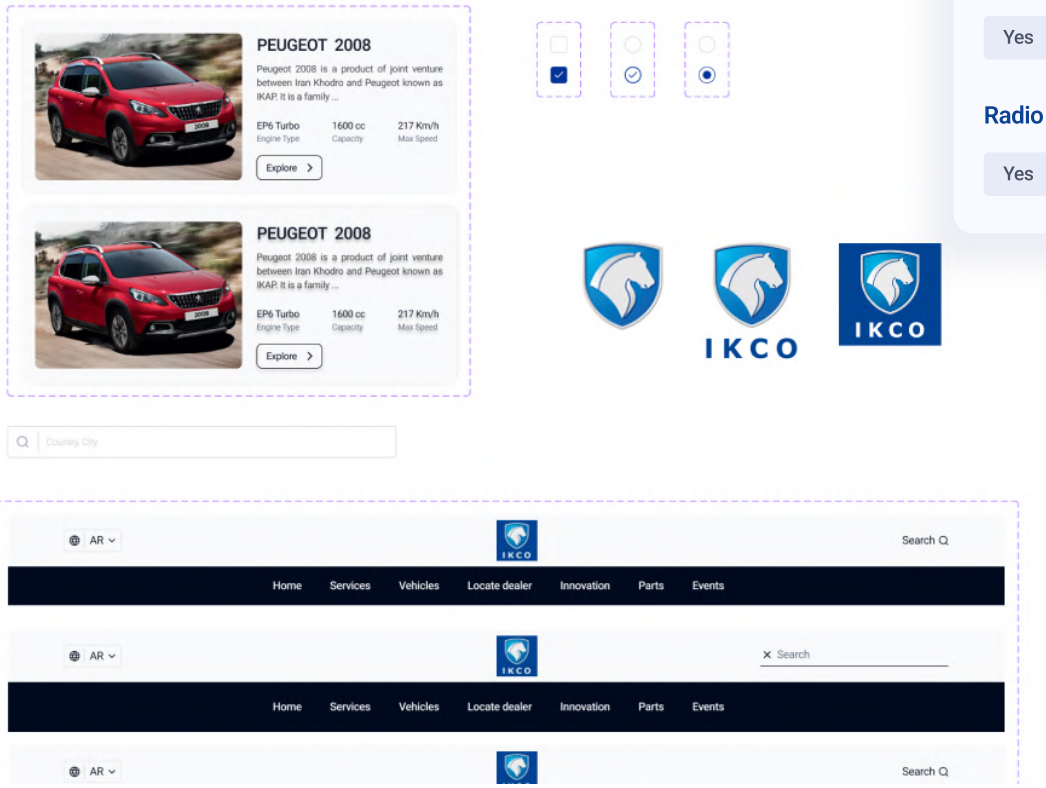
25	50	100	200	300	400	500	600	700	800
#E3F1FC	#BADCF7	#8FC6F3	#64B0ED	#44A0EB	#2690E7	#2184DA	#1B71C7	#1660B5	#0C4296

Shades mixing colors with Black

25	50	100	200	300	400	500	600	700	800
#002E8A	#00297A	#00246B	#001F5C	#001A4D	#00143D	#000F2E	#000A1F	#00050F	#000000

Gray Primary

building-05
building-08
check
check-circle
check-circle-broken
check-square
check-square-broken
check-verified-03
copy-02
download-01
download-03
edit-02
edit-05
eye
eye-off
filter-funnel-01
filter-lines
help-circle
help-square
home-02
info-circle
info-square
link-external-01
loading-02
log-in-01
log-out-01
menu-01
menu-03
minus
minus-circle
minus-square
percent-02
percent-03
pin-01
pin-02
plus
plus-circle
plus-square
save-02
search-md
search-sm
settings-02
settings-04
share-01
share-05
share-07
speedometer-01
speedometer-02
speedometer-03
speedometer-04
target-04
tool-01
tool-02
translate-02
trash-01
upload-01
upload-02
upload-03
x
x-circle
x-square
arrow-left
arrow-narrow-down
arrow-narrow-left
arrow-narrow-right
arrow-narrow-up
chevron-down
chevron-down-double
chevron-left
chevron-left-double
chevron-right
chevron-right-double
chevron-up
chevron-up-double
arrow-square-down
arrow-square-left
arrow-square-right
arrow-square-up
refresh-cw-01
refresh-cw-02
expand-06
user-01
user-check-01
user-edit
user-plus-01
thumbs-down
thumbs-up
file-04
thermometer-02
thermometer-03
line-chart-down-01
bar-chart-square-01
bar-chart-10
bar-chart-02
trend-up-01
message-square-01
message-square-02
message-text-square-01
message-text-square-02
mail-01
mail-04
phone
phone-call-01
send-01
battery-charging-01
bluetooth-on
monitor-02
music-note-01
shuffle-01
Youtube
twitter
linkedin
instagram
facebook



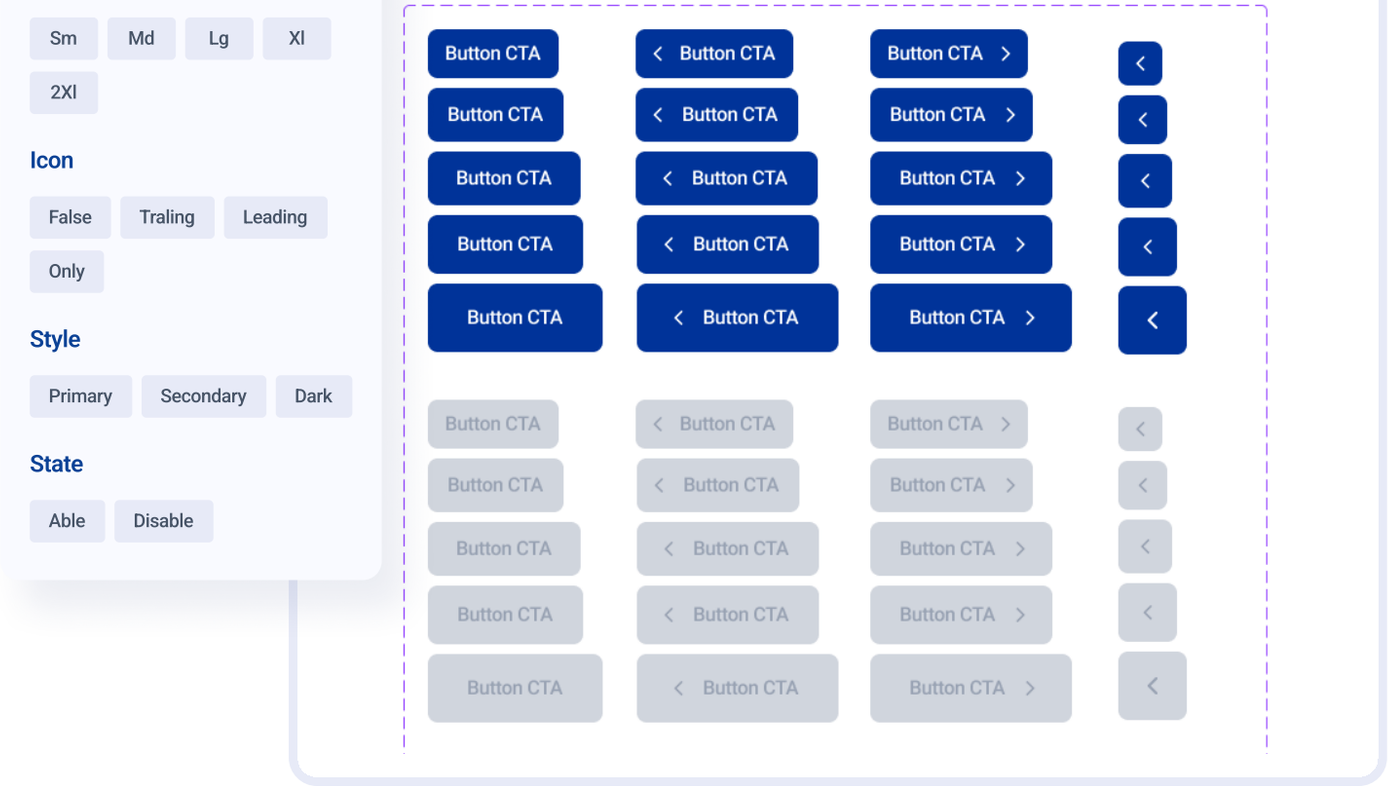
Check Box

Yes No

Radio Botton

Yes No

Size



User Flow

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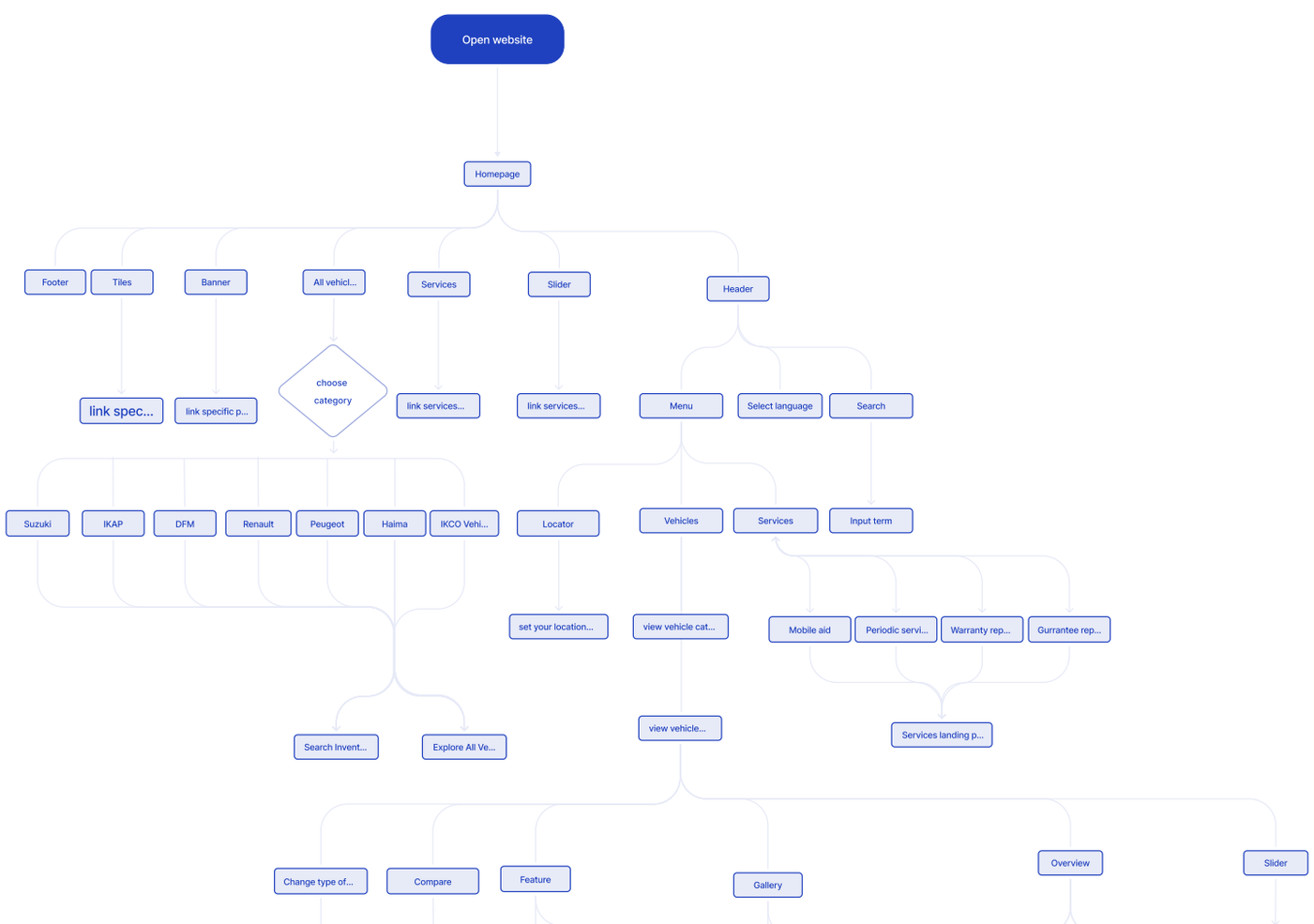
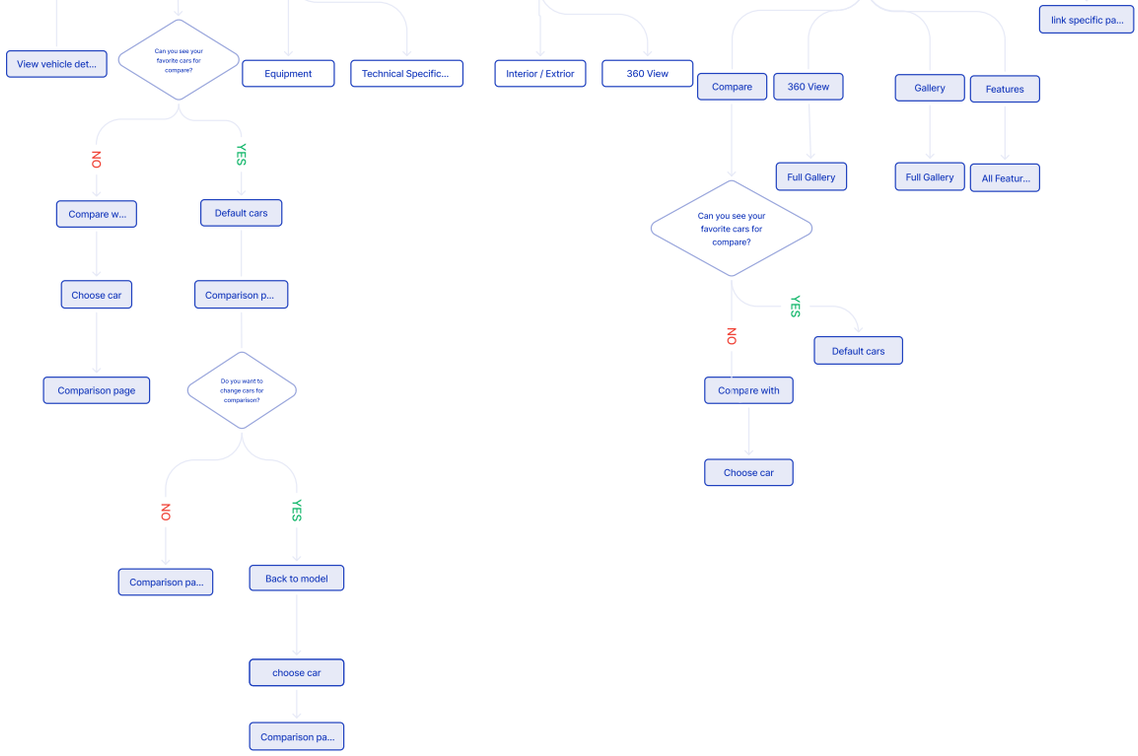
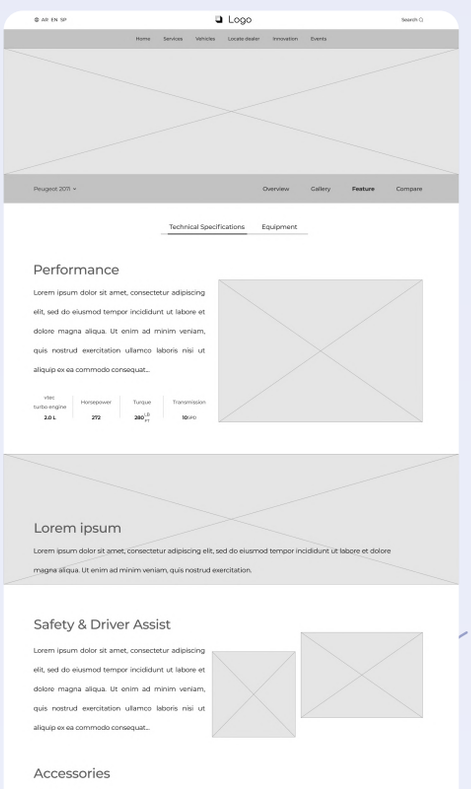
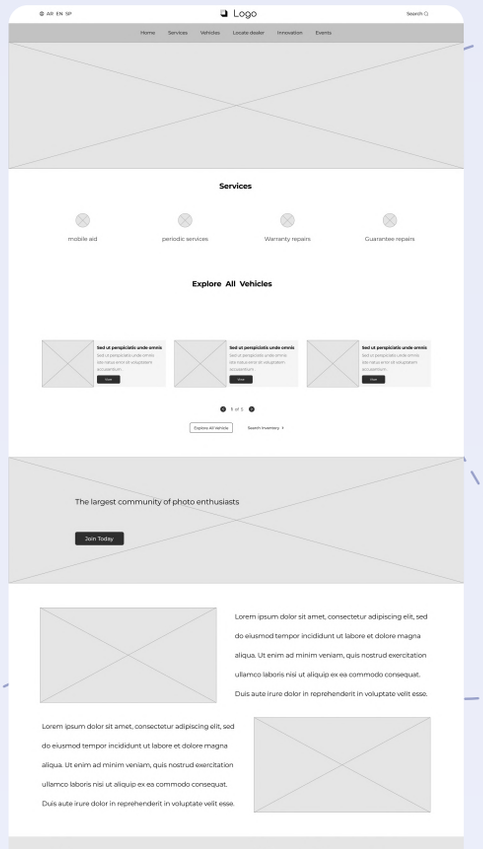


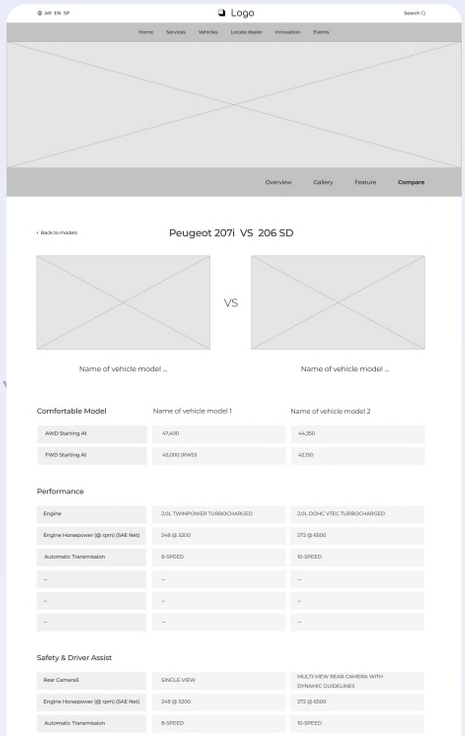


Wireframe

WIREFRAME







Exterior Interior

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

photo

Services: Sales, Financial logistic, Mobile aid, Repairs
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mobile aid | periodic services | Warranty repairs | Guarantee repairs

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Scope of service

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi.

Service delivery method

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Required Documents

- Lorem ipsum dolor sit amet,
- Lorem ipsum dolor sit amet,

Cost

- Lorem ipsum dolor sit amet,
- Lorem ipsum dolor sit amet,

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Home | Services | Vehicles | Locate dealer | Innovation | Events

Peugeot 207i | Overview | Gallery | Feature | Compare

Technical Specifications | Equipment

Vehicle class(es) code	30001
Engine type	Turbo charging THP165
Engine volume [cc]	1600
Engine volume [cc]	163 hp at 6000 rpm
Maximum engine power (hp)	240 Nm at 1400 rpm
--	--
--	--
--	--

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Home | Services | Vehicles | Locate dealer | Innovation | Events

Home > Locate dealer > Product detail

Name of vehicle model ...

Title : 44/47 est. mpg*

Title : 2.5L 4-Cyl. Gas/Electric Hybrid Engine, Electronically controlled Continuously Variable Transmission (ECVT) with sequential shift mode with ‹ Front-Wheel Drive (FWD)

Colors :

Interior Features | Exterior Features | Safety | Packages & Accessories

- Smart Key System on front doors and trunk with Push Button Start, remote keyless entry system and remote illuminated entry
- Power door locks with shift-linked automatic locking feature with anti-lockout feature
- Two front and two rear cup holders; two front door and two rear bottle holders
- One 12V auxiliary power outlet *
- One USB-C charge port *
- Electric Parking Brake (EPB) * with Brake Hold * function
- Brake Hold *
- Full-Speed Range Dynamic Radar Cruise Control (DRCC) *

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Home | Services | Vehicles | Locate dealer | Innovation | Events

Peugeot 207i | Overview | Gallery | Feature | Compare

featcure 1 | featcure 2 | featcure 3

See All Featcure

Gallery

Vivwe Full Gallery

360 Viwe

Name of vehicle model ...

360

207i VS. Competitors

Peugeot 207i VS 206
Peugeot 207i VS 206 SD
Peugeot 207i VS Peugeot PARS
Compare with ...

Peugeot 207i VS 206 SD
Something about both of cars to compare them
See Comparison

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Overview | Gallery | Feature | Compare

Peugeot

Name of vehicle model ... Explor ›

Compare

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Events

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Title of your event 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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Peugeot 207i | Overview | **Gallery** | Feature | Compare

Peugeot 207i
Peugeot 206
Peugeot 206SD
Peugeot Pars
Peugeot 405

An image of innovation

360

Name of vehicle model ...

Exterior | Interior

photo

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IKCO Vehicles | Ikap | Peugeot | Renault | suzuki | Haima | DFM

Name of vehicle model ... Explor ›

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Home | Services | Vehicles | **Locate dealer** | Innovation | Events

IKCO Vehicles

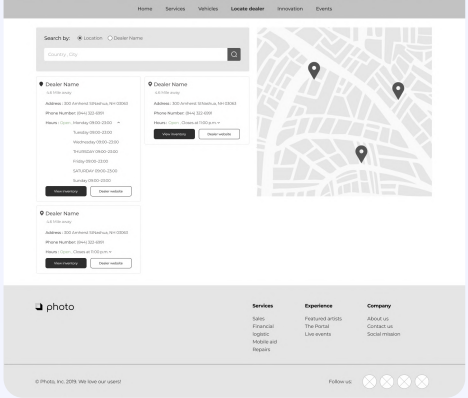
Name of vehicle model ... View detail ›

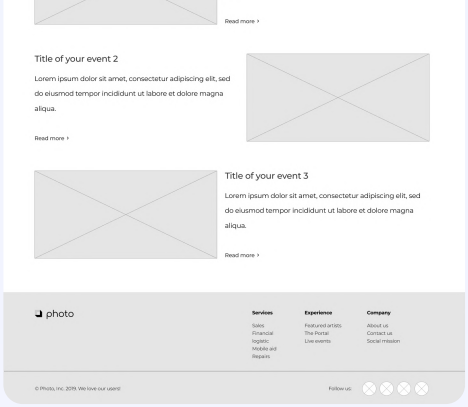
IKAP

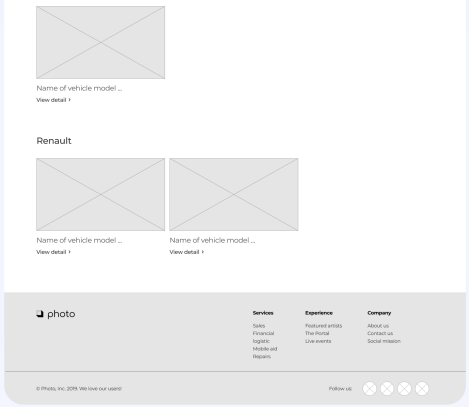
Name of vehicle model ... View detail ›

Peugeot

Name of vehicle model ... View detail ›

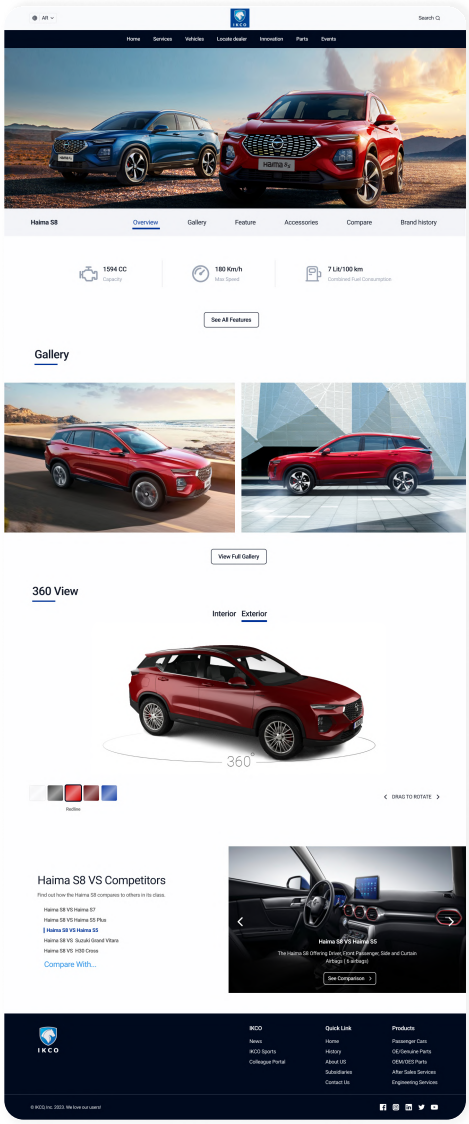


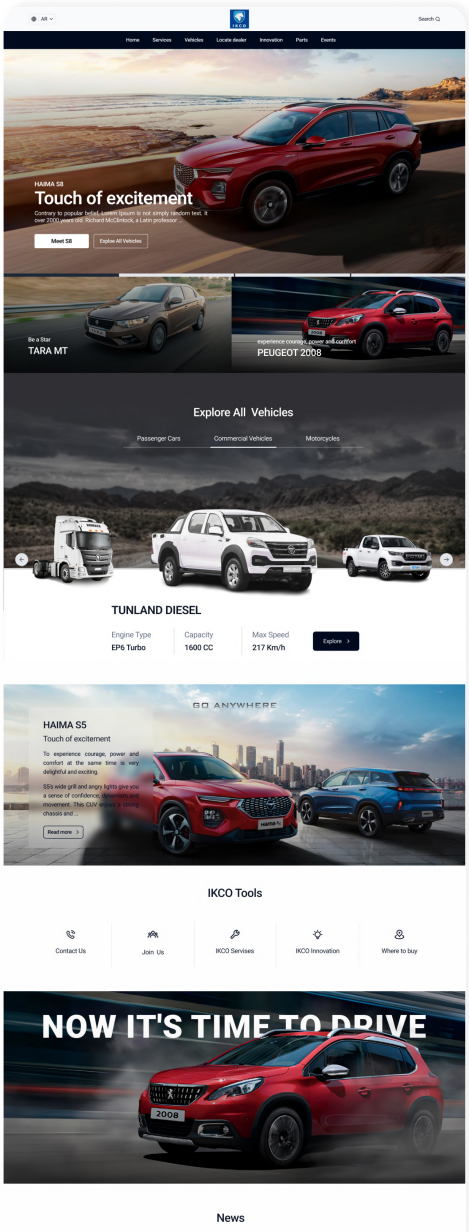


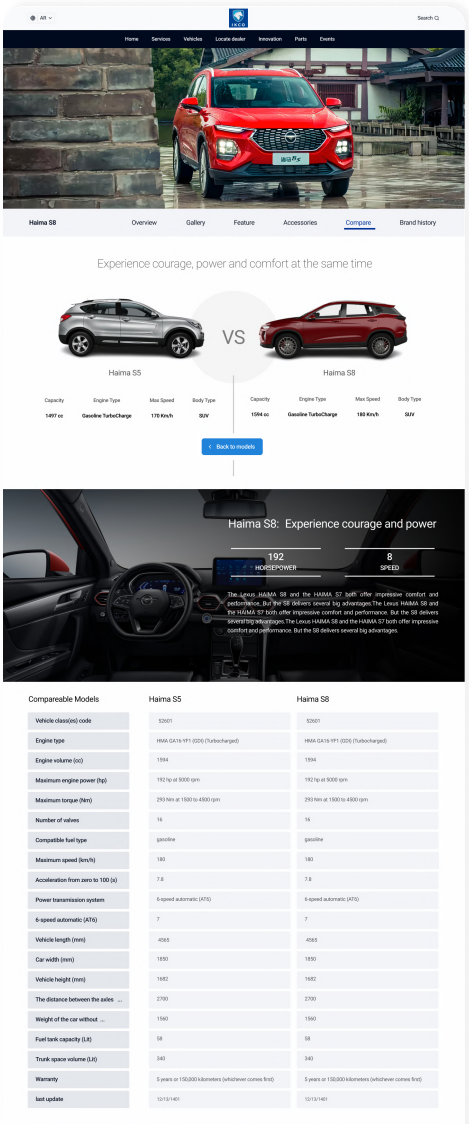


Desktop UI

DESIGN







Home Services Vehicles Locate dealer Innovation Parts Events
Haima S8
Overview Gallery Feature Compare Product history
TARA
Be Star
How It Started
Future Vision
Gallery
Interior Exterior
IKCO
News
IKCO Sports
Colleague Portal
Quick Link
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History
About US
Subsidiaries
Contact Us
Products
Passenger Cars
OE/Genuine Parts
OEM/OES Parts
After Sales Services
Engineering Services
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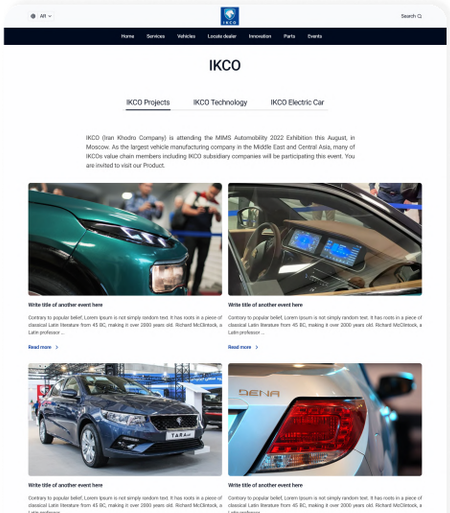
Home Services Vehicles Locate dealer Innovation Parts Events
IKCO
IKCO Projects
IKCO Technology
IKCO Electric Car
Write title of another event here
Read more
IKCO
News
IKCO Sports
Colleague Portal
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About US
Subsidiaries
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OEM/OES Parts
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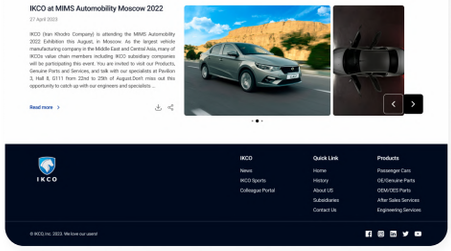
IKCO at MIMS Automobility Moscow 2022
27 April 2023
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OEM/OES Parts
After Sales Services
Engineering Services
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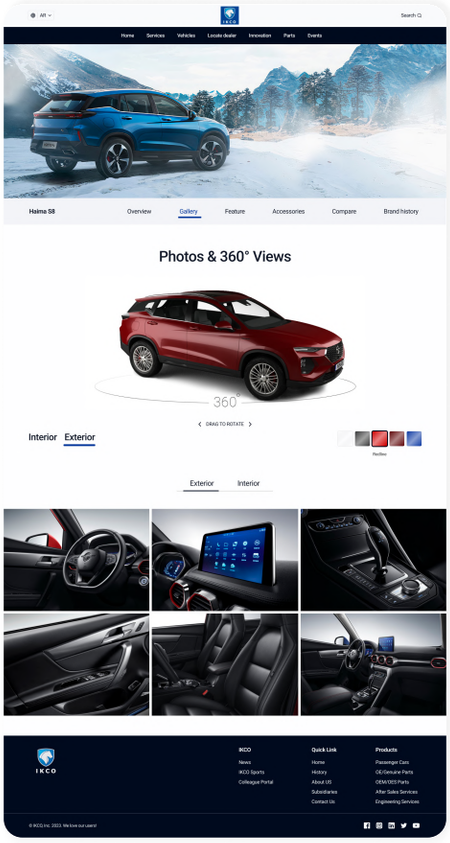
Home Services Vehicles Locate dealer Innovation Parts Events
Haima S8
Overview Gallery Feature Accessories Compare Brand history
Photos & 360° Views
360
DRAG TO ROTATE
Interior Exterior
Exterior Interior
IKCO
News
IKCO Sports
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History
About US
Subsidiaries
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Products
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OEM/OES Parts
After Sales Services
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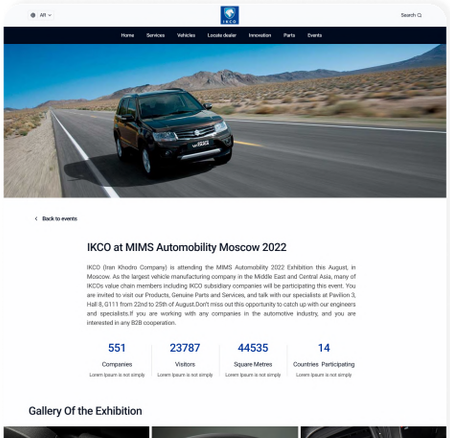
Home Services Vehicles Locate dealer Innovation Parts Events
Back to events
IKCO at MIMS Automobility Moscow 2022
IKCO (Iran Khodro Company) is attending the MIMS Automobility 2022 Exhibition this August, in Moscow. As the largest vehicle manufacturing company in the Middle East and Central Asia, many of IKCOs value chain members including IKCO subsidiary companies will be participating this event. You are invited to visit our Products, Genuine Parts and Services, and talk with our specialists at Pavilion 3, Hall 8, G111 from 22nd to 25th of August.Don't miss out this opportunity to catch up with our engineers and specialists.If you are working with any companies in the automotive industry, and you are interested in any B2B cooperation.
551 Companies
23787 Visitors
44535 Square Metres
14 Countries Participating
Gallery Of the Exhibition
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International monitoring
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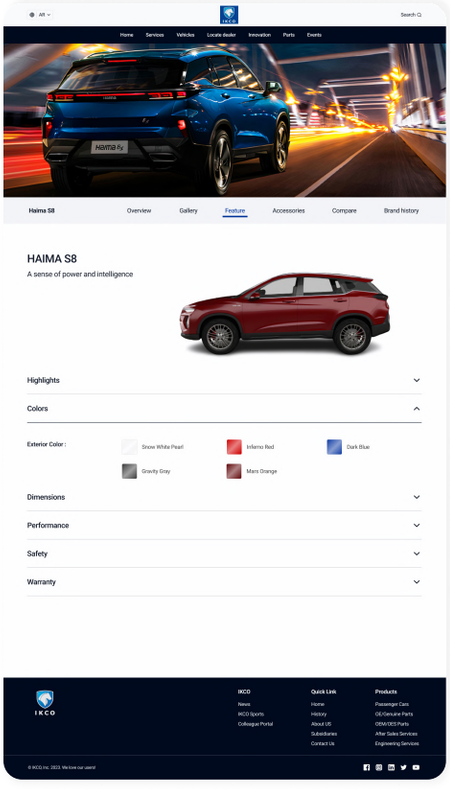
Home Services Vehicles Locate dealer Innovation Parts Events
Haima S8
Overview Gallery Feature Accessories Compare Brand history
HAIMA S8
A sense of power and intelligence
Highlights
Colors
Exterior Color :
Snow White Pearl
Inferno Red
Dark Blue
Gravity Gray
Mars Orange
Dimensions
Performance
Safety
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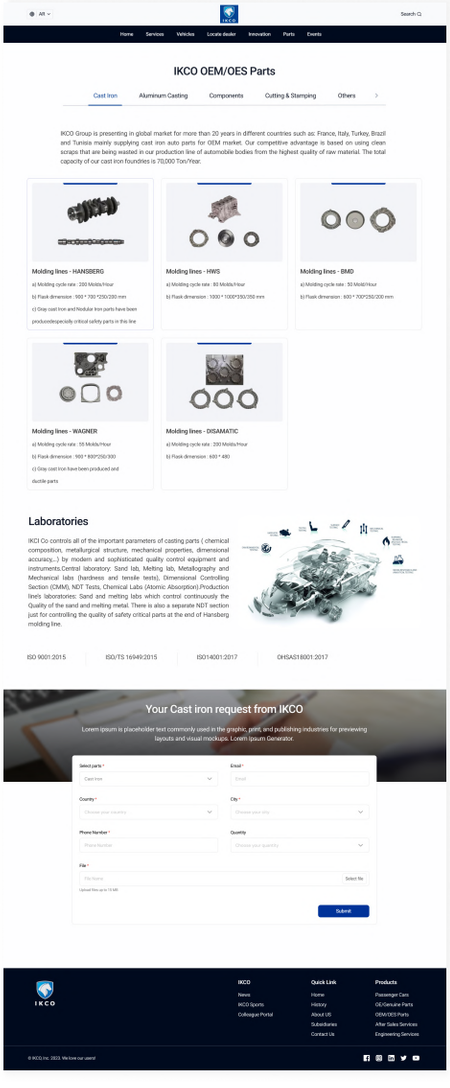
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IKCO OEM/OES Parts
Cast Iron
Aluminum Casting
Components
Cutting & Stamping
Others
Molding lines - HANSBERG
Molding lines - HWS
Molding lines - BMD
Molding lines - WAGNER
Molding lines - DISAMATIC
Laboratories
ISO 9001:2015
ISO/TS 16949:2015
ISO14001:2017
OHSAS18001:2017
Your Cast iron request from IKCO
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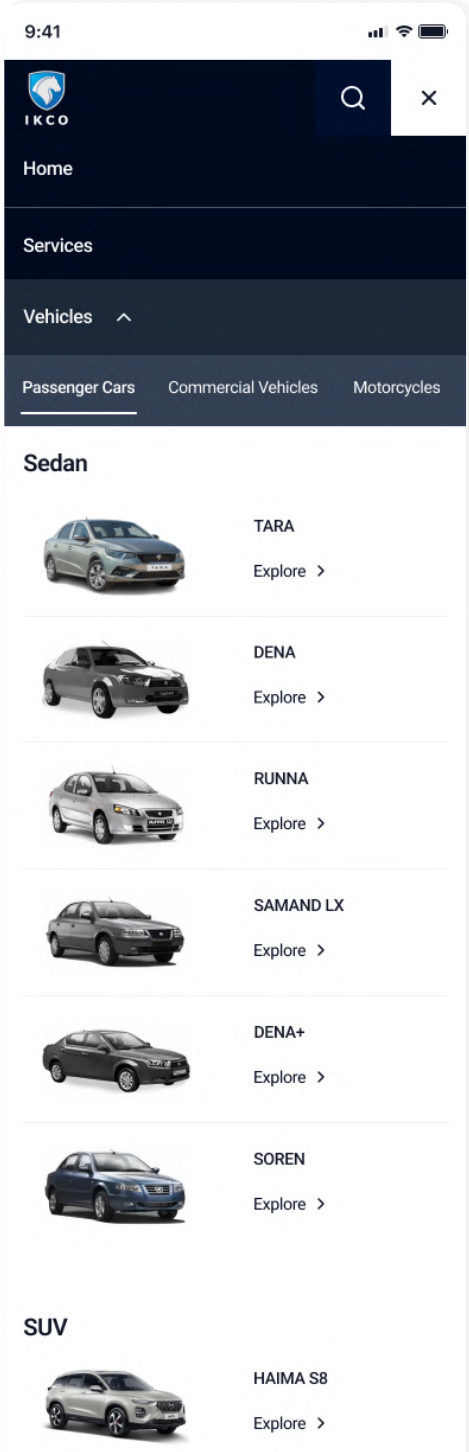
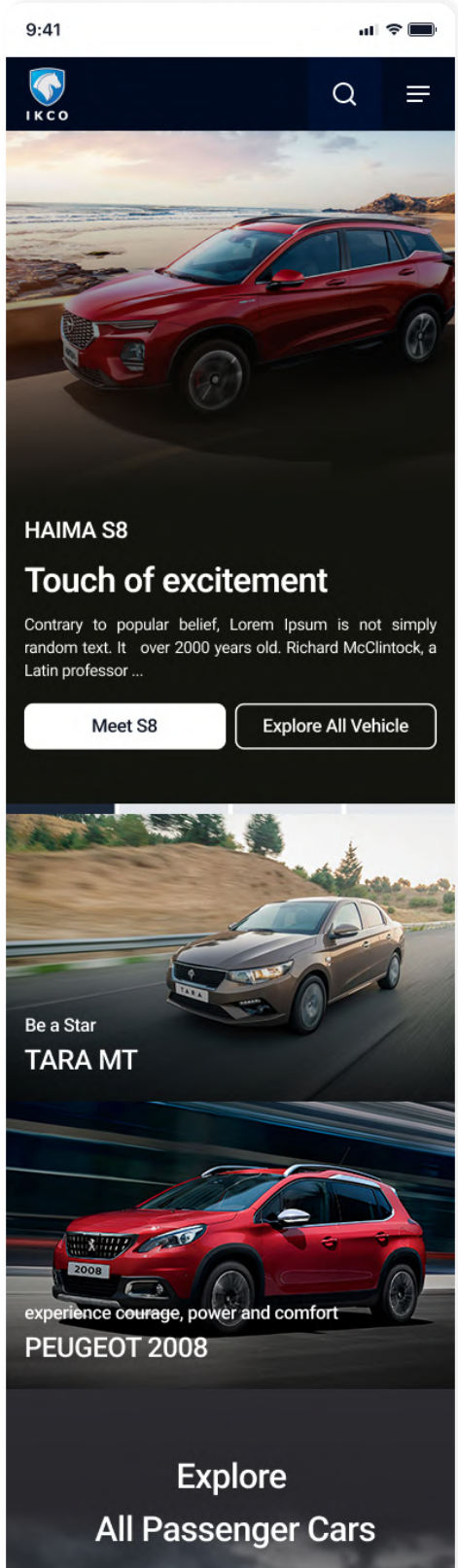
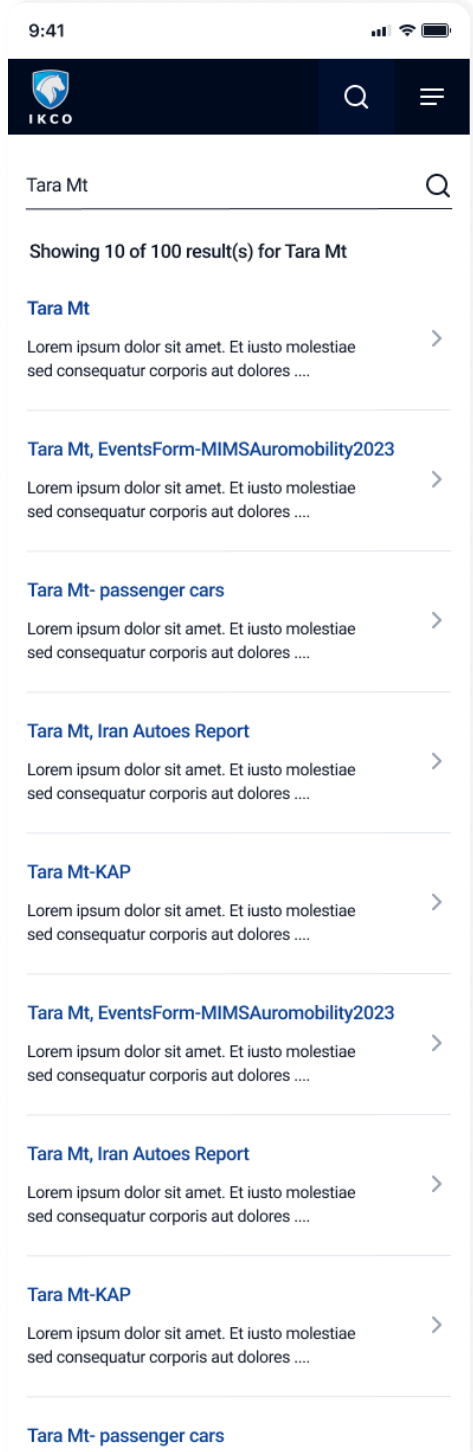
Mobile UI

DESIGN







HAIMA S7

Explore >

HAIMA S5

Explore >

Hybrid / Electric

TARA

Explore >

DENA

Explore >

RUNNA

Explore >

SAMAND LX

Explore >

DENA+

Explore >

SOREN

Explore >

Upcoming

ARISUN

Explore >

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Innovation

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Haima S8 Overview

H30 Cross

Engine Type	Capacity	Max Speed
EP6 Turbo	1600 CC	217 Km/h

Explore >

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Where to buy

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27 April 2023

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Lorem ipsum dolor sit amet. Et iusto molestiae sed consequatur corporis aut dolores ....

Tara Mt

Lorem ipsum dolor sit amet. Et iusto molestiae sed consequatur corporis aut dolores ....

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Haima S8 Compare

Experience courage, power and comfort at the same time

Haima S5

Haima S8

180 Km/h
Max Speed

7 Lit/100 km
Combined Fuel Consumption

1594 CC
Capacity

See All Features

Gallery

View Full Gallery

360 View

Interior Exterior

DRAG TO ROTATE

Redline

Haima S8 VS Competitors

Find out how the Haima S8 compares to others in its class.

Compare With...

Read more

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Haima S8 Gallery

Photo & 360 View

Interior Exterior

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Vehicle class(es) code	
52601	52601
Engine type	
HMA GA16-YF1 (GDI) (Turbocharged)	HMA GA16-YF1 (GDI) (Turbocharged)
Engine volume (cc)	
1594	1594
Maximum engine power (hp)	
192 hp at 5000 rpm	192 hp at 5000 rpm
Maximum torque (Nm)	
293 Nm at 1500 to 4500 rpm	293 Nm at 1500 to 4500 rpm
Number of valves	
16	16
Compatible fuel type	
gasoline	gasoline
Maximum speed (km/h)	
180	180
Acceleration from zero to 100 (s)	
7.8	7.8
Power transmission system	
6-speed automatic (AT6)	6-speed automatic (AT6)
6-speed automatic (AT6)	

Haima S8 VS Haima S5

The Haima S8 Offering Driver, Front Passenger, Side and Curtain Airbags (6 airbags)

See Comparation

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DRAG TO ROTATE

Redline

Interior Exterior

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Search By: Location Dealer Name

Country, City

7	7
Vehicle length (mm)	
4565	4565
Car width (mm)	
1850	1850
Vehicle height (mm)	
1682	1682
distance between the front and rear wheel axles (mm)	
2700	2700
Weight of the car without passengers with a full fuel tank and without additional equipment (kg)	
1560	1560
Fuel tank capacity (Lit)	
58	58
Trunk space volume (Lit)	
340	340
Warranty	
5 years or 150,000 kilometers (whichever comes first)	5 years or 150,000 kilometers (whichever comes first)
last update	
12/13/1401	12/13/1401

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event. You are invited to visit our Products, Genuine Parts and Services, and talk with our specialists at Pavilion 3, Hall 8, G111 from 22nd to 25th of August.Don't miss out this opportunity to catch up with our engineers and specialists.If you are working with any companies in the automotive industry, and you are interested in any B2B cooperation.

551	**23787**
Companies	Visitors
Lorem Ipsum is not simply	Lorem Ipsum is not simply
44535	**14**
Square Metres	Countries Participating
Lorem Ipsum is not simply	Lorem Ipsum is not simply

Gallery Of the Exhibition

View Full Gallery

International monitoring

Map view List view

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Search By: Location Dealer Name

Country, City

Map view List view

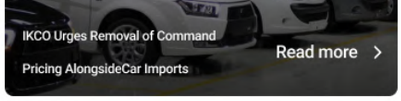
Dealer Name
4.6 Mile away
Address : 300 Amherst StNashua, NH 03063
Phone Number : (844) 322-6991
Hours : Open, Monday 09:00 - 23:00
Tuesday 09:00 - 23:00
Wednesday 09:00 - 23:00
Thursday 09:00 - 23:00
Friday 09:00 - 23:00
Saturday 09:00 - 23:00
Sunday 09:00 - 23:00

View Inventory | Dealer Website

Dealer Name
4.6 Mile away
Address : 300 Amherst StNashua, NH 03063
Phone Number : (844) 322-6991
Hours : Close, Monday 12:00 - 23:00

View Inventory | Dealer Website

Dealer Name
4.6 Mile away
Address : 300 Amherst StNashua, NH 03063
Phone Number : (844) 322-6991



Market Analytical Reports

MIMS Automobility 2022 Exhibition this August, in Moscow. As the largest vehicle manufacturing company in the Middle East and Central Asia

- Market Analytical Reports - RUSSIA
- Market Analytical Reports - EN
- Market Analytical Reports - AR

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IKCO OE Parts

Iran Khodro Spare Parts and After-Sale Services Co. (ISACO), founded in 1977 is a commercial and service company located in the western part of Tehran with an area of 80,000 square meters including the administrative buildings and central warehouses. Company's domain of activity includes supplying automotive parts and services, customer services, dealer and service network, parts sourcing, warranty sales and etc for all automobiles manufactured by Iran Khodro Company; the largest automotive manufacturer in the Middle East.

OE Parts Gallery

In recent years, due to increase in IKCO exports, ISACO has now wide operations in international markets.

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Hours : Open, Monday 09:00 - 23:00

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