

# BADO.

*Still moving. Bado tunasonga.*

# The proof word.

In Kenya, the flex was never the new car.  
We worship what won't die.  
'Bado iko' — it's still here — is the highest  
compliment a Kenyan can pay a machine.

Cheap is easy. Staying on the road is not.  
Anyone can sell you a car. We keep you moving.  
Buy the kilometres, not the car.

STILL. / bado.  
One word. Two languages. One meaning.

# Cover plate



02/39 · FILM

# FR 01 — Ignition



● A CFAO MOBILITY BRAND. BADO.

# FR 02 — The Probox at dawn



04/39 · FILM

# FR 03 — The escarpment climb



● A CFAO MOBILITY BRAND. BADO.

# FR 04 — The matatu



# FR 05 — The Hino at golden hour



07/39 · FILM

# FR 06 — The field nurse



● A CFAO MOBILITY BRAND. BADO.

# FR 07 — The reveal: genuine part



# FR 08 — The service centre at dusk



# FR 09 — Moving, moving, moving



11/39 · FILM

# FR 10 — Bado.



● A CFAO MOBILITY BRAND. BADO.

# STILL MOVING KENYA.



# The one that won't quit.



# Smart then. Smart still.



# Still ahead.



# The future, built to last.



# Business never stops.



# Still hauling. Still worth it.



# Still your road.



# The genuine reason you're still moving.



# Matatu side wrap — moving billboard



# JKIA arrivals — first thing Kenya tells you



# Stadium perimeter — Harambee Stars partnership





# Hands and the key



# Matatu detail



# EV charging — Nairobi



# Showroom window takeover



# Service bay



# The reason it's still moving.



# KVM Thika local assembly



# CEO op-ed



# Mombasa Road • BADO. (baked composite)



● A CFAO MOBILITY BRAND. BADO.

# Thika Superhighway · STILL MOVING KENYA. (bal



# Waiyaki Way · Business never stops. (baked composite)



# Westlands showroom window • BADO. (baked vinyl on



# Kasarani · STILL ON THE PITCH. (baked LED perim



# Mfangano matatu • Bado iko. (baked side panel wrap)



● A CFAO MOBILITY BRAND. BADO.

# Nairobi bus shelter · 6-sheet (baked composite)



**Still moving.**

*Bado tunasonga.*