



Goodyear Middle East & Africa Partners with GB Auto to become an Authorized Distributor and Sell Goodyear Tires in Egypt

- *End users, truck drivers and fleets will benefit from more than 120 years of product innovation from Goodyear tires in Egypt*
- *GB Auto to launch Goodyear branded tire express network across Egypt in 2021*
- *The alliance strives at making Goodyear tires easier to buy and own in Egypt*

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(Cairo, Egypt) —As part of its plan to further invest in Egypt, Goodyear today has announced its partnership with Egypt's leading automotive company GB Auto, to become an authorized distributor and sell Goodyear tires in Egypt. This alliance with GB Auto will grant Goodyear customers all over Egypt the highest level of service in terms of product range, availability, and proximity.

This announcement confirms Goodyear's commitment to make its tires easy to buy, recommend and own in Egypt. Through this partnership with GB Auto, Goodyear will be launching a series of initiatives in Egypt including stakeholder conferences, consumer & fleet campaigns and a strong focus on retail development.

Khaled Arafa, General Manager of Goodyear Middle East & Africa commented: "Like Goodyear, GB Auto shares a strong heritage; they have been in the automotive business in Egypt for more than half a century with a culture that focuses on encouraging the spirit of innovation. Our goal is to be the premier tire brand in Egypt and across the region by responding to the needs of consumers and becoming their preferred choice. This partnership confirms our commitment to the Egyptian market, and we will leverage on our brand heritage, products, and strong local partnerships to serve the market's needs and customers as we are seeing very high potential in the country."

Karim Gaddas, Group Chief Operating Officer of GB Auto said: "Goodyear is the perfect fit in our GB Auto portfolio, as it completes and consolidates our positions in the premium and prestige segments. Our main objective has always been to offer the Egyptian consumer a unique experience in terms of service and comfort, and this partnership will allow us to offer Goodyear quality tires all over Egypt through our wide range of networks."



Furthermore, GB Auto intends to launch a Goodyear branded tire express network all over Egypt starting from 2021. The idea is to offer the Egyptian consumer a unique experience in terms of service and comfort. Striving to keep delivering the best customer experience in town, GB Auto will continue investing in the development and upgrade of its distribution networks and the level of service offered to its customers across all lines of business.

As a global tire manufacturer with a heritage dating back to 1898, Goodyear has an unprecedented track record of providing top quality tires to consumers and fleets alike. Both the company's passenger and truck product line-ups for Egypt are carefully selected after years of proven performance. In truck business, Goodyear is one of the few brands globally that provides comprehensive solutions to fleets as part of their Total Mobility Concept – high operating costs are the main concerns for any fleet, especially fuel consumption, breakdowns, and maintenance.

In Egypt, Goodyear will continue to build the value of the brand and become the consumer's preferred choice in premium.

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About Good Year

Goodyear is one of the world's largest tire companies. It employs about 62,000 people and manufactures its products in 46 facilities in 21 countries around the world. Its two Innovation Centers in Akron, Ohio, and Colmar-Berg, Luxembourg, strive to develop state-of-the-art products and services that set the technology and performance standard for the industry. www.goodyear.com/corporate.

About GB Auto S.A.E.

GB Auto S.A.E. (AUTO.CA on the Egyptian Exchange) is a leading automotive company in the Middle East and non-bank financial services provider in Egypt. Across six primary lines of business — Passenger Cars, Motorcycles & Three-Wheelers, Commercial Vehicles & Construction Equipment, Tires, After-Sales, and Iraqi operations — the company's main business activities include assembly, manufacturing, sales and distribution, financing and after-sales services. GB Auto's portfolio of brands includes Hyundai, Mazda, Geely, Chery, Bajaj, Marcopolo, Iveco, Volvo Truck & Bus, Volvo Construction Equipment, Mitsubishi Fuso, YTO, Karry, SDLG, Sinotruk, Aksa, Lassa, Yokohama, Pirelli, Westlake, Double Coin, Doublestar, Verde, Techking, and Gazpromneft GB Auto has operations in Egypt and Iraq. The Company's NBFS' segment branded GB Capital offers leasing, consumer finance, microfinance, fleet quasi-operational leasing, factoring, securitization and Mortgage finance under the following brands - GB Lease, Mashroey, Drive, Tasaheel, Haram, GB Capital for Securitization and Bedaya. The company is headquartered in Giza, Greater Cairo Area, Egypt.

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