

PRESS CLIPPING SHEET

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The advertisement features a large number '1' in a black square on the left. In the center, the headline reads 'حافظ على أداء محرك سيارتك كالجديد' (Keep your car engine's performance as good as new). On the right is a bottle of Mobil 1 5W-30 motor oil. A green circular seal on the bottle says 'الزيت المناسب لظروف التشغيل القصوى' (The oil suitable for maximum operating conditions). At the bottom, the Mobil 1 logo is on the left with 'Performance by ExxonMobil'. The center contains Arabic text: 'موبيل 1 إي إس إن فورمولا 5W-30' and 'مناسب جداً لظروف التشغيل القصوى التي لا تتحملها الزيوت التقليدية'. The bottom right shows the website 'www.mobil1-egypt.com' and the slogan 'رائد الزيوت التخليقية في العالم' (Leader in synthetic oils in the world).