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Total renews 5-year agreement to exclusively supply Nissan dealer Auto Egypt with lubricants

Total Egypt (TE) celebrated the renewal of its five-year contract with Auto Egypt (a member of El Kasrawy Group) Sunday, to remain the leading Nissan authorised dealer's sole supplier of lubricants, having signed the first agreement in 2011. The event was attended by senior management teams from Total Egypt, Auto Egypt and Nissan Motor Egypt Co.

According to the agreement extension Total Egypt will provide Auto Egypt with all required Performance Engine Oils including Quartz Family, Rubia Family, Cooling and Transmissions Oils and other fluids, delivered on-site. In return, Auto Egypt will acquire all products needed for its Auto Egypt outlets and workshops from Total Egypt.

In addition, Total Egypt and Auto Egypt will carry out joint marketing activities to enhance and strengthen both brands' partnership.

"There is no better sign of success, stability and even greater future potential than renewing an existing agreement with a long-standing company as reputable as Auto Egypt. It's our great pleasure at Total Egypt to look forward to another five years at least - of collaboration with Auto Egypt," said Thomas Rebeyrol, Managing Director of Total Egypt. "With our solid track record, joint experience and well-established understanding, the future looks bright for both companies."

"We have come to rely on Total Egypt's expertise in supplying Auto Egypt, Nissan's authorised dealer with cutting edge products, perfectly aligned with our needs and expectations for nothing less than the best for our own leading brands," said Mohamed El Kasrawy, CEO of Kasrawy Group. "Finding the right partners is one of the greatest business challenges, and once the fit is right, it provides unparalleled opportunity for long-term successful collaboration and joint growth."

Total Egypt is committed to providing Auto Egypt with the technical support, information and training necessary to ensure that all the company's staff is fully trained to implement international standards, thereby guaranteeing exceptional customer experience.