

PRESS CLIPPING SHEET

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The advertisement banner features a large, stylized number '1' on the left. To its right, the headline in Arabic reads 'حافظ على أداء محرك سيارتك كالجديد' (Keep your car engine's performance as good as new). On the right side of the banner is a bottle of Mobil 1 0W-40 motor oil. A circular seal on the bottle indicates it is the 'Best in Class' (الأفضل في صفته) for 'Full Synthetic' (الخليقة الكاملة) oils. At the bottom left, the Mobil 1 logo is displayed with the tagline 'Performance by ExxonMobil'. At the bottom right, the website 'www.mobil1-egypt.com' and the text 'رائد الزيوت التخليقية في العالم' (Leader in synthetic oils in the world) are visible.