

PRESS CLIPPING SHEET

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The advertisement features a large black square with a white number '1' on the left. In the center, the Arabic text 'حافظ على أداء محرك سيارتك كالجديد' (Keep your car engine's performance as good as new) is written in a bold, black, stylized font. On the right, there is a silver and gold Mobil 1 0W-40 oil can. A circular gold seal on the can reads 'الاختيار الأول لأفضل مصنع السيارات في العالم' (The first choice for the best car manufacturer in the world). At the bottom left, the Mobil 1 logo is shown with the tagline 'Performance by ExxonMobil'. At the bottom right, the website 'www.mobil1-egypt.com' and the Arabic text 'رائد الزيوت التخليقية في العالم' (Leader in synthetic oils in the world) are displayed.