

PRESS CLIPPING SHEET

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The advertisement banner features a large '1' in a dark square on the left. In the center, the headline reads 'حافظ على أداء محرك سيارتك كالجديد' (Maintain your car engine's performance as good as new). On the right, there is a bottle of Mobil 1 ESP Formula 5W-30 motor oil. A 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' below it. The center contains the text 'موبيل 1 إى اس بي فورمولا 5W-30' and '* مناسب جدا لظروف التشغيل القصوى التى لا تتحملها الزيوت التقليدية'. The right side features the website 'www.mobil1-egypt.com' and the slogan 'رائد الزيوت التخليقية فى العالم' (Leader in synthetic oils in the world).