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**SINCE 1978**

# **National Motors Egypt**

***COMPANY PROFILE***

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# National Motors Egypt

"We're continuously working towards gaining the trust of our clients and business partners, as well as expanding our business to reach new heights and help elevating the Egyptian economy"

"Over the past three decades since the establishment of National Motors Egypt, we've aspired to be leaders in the automotive field, and importing lubricants from Germany and Holland. As such, National Motors Egypt has always been striving to deliver high quality products and services, in order to exceed the expectations of our clients."



Ossama Abdel Naby  
Chairman of National Motors Egypt



## Our History

1978

- Agriculture
- Established Cars Business

1997

- Isuzu

2006

- Nissan

2010

- Daewoo

2015

- Lubricants: 77

2019

- MG
- Peugeot

1989

- GM

2003

- Hyundai
- Skoda

2007

- Toyota
- Kia
- Mitsubishi

2013

- Lubricants: Bizol

2018

- Renault Lubricants: Eurol

2021

- NME Express Service Center





# 1978: Agriculture | Cars Business



National Motors Egypt was founded on 330 acres of land (1,200,000 m<sup>2</sup>).

It was initially owned by Ali Abdelnaby. The grandfather of the current owner Osama Abdelnaby.

Hussein Abdelnaby, The son of Ali Abdelnaby, started the car business, National Motors Egypt, 1980s. There were two aspects to it: Local and international.

Used Cars

Imported Cars



# 1989: GM



National Motors Egypt started working with General Motors in February 1989 with Mr. Bale Sing being the Managing Director at that time.

General Motors had 7 agents in Egypt with 3 different car brands: Isuzu, Betford, and Chevrolet. The 3 brands had the same car yet the only difference was their logos.

The 3 brands were divided on the 7 agents to cover different places in Egypt.

National Motors Egypt was exclusively responsible for Betford brand from Giza all the way to Aswan (Upper Egypt).

In 1994 General Motors decided to cancel one of its brands which was the Betford. Since National Motors Egypt was responsible for the Betford, it had to shift and start distributing the Isuzu instead.



# 1997: Isuzu Import



# ISUZU

General Motors created new policies and structures that led to National Motors Egypt splitting up.

National Motors Egypt started working solely and imported Isuzu Faster.

The company became the largest Isuzu light trucks importer in Egypt.

National Motors Egypt had 9 distributors all over Egypt.

First shipment came in 1998 and it was 2000 pickup vehicles (FASTER), and it was distributed all over Egypt. The average importing monthly cars was around 600 car.

In 2000 the mother company change the vehicle name from FASTER to D-MAX.





# ŠKODA



## 2003: Hyundai | Skoda

The CEO, Mr. Osama Abdelnaby, signed a contract with Ghabbour Auto for an authorized car dealership in Assiut.

NME became an official distributor for SKODA in Upper Egypt.





## 2006: Nissan

The CEO, Mr. Osama Abdelnaby, signed a contract with Nissan Motors Egypt for an authorized dealership (3S) in Upper Egypt.



# 2007: Toyota | Kia | Mitsubishi



National Motors Egypt signed a contract with Toyota Egypt for an authorized dealership (3S) in Upper Egypt.

The dealership lasted 5 years and was an extremely successful one.

The dealership came to an end in the year 2012 for one main reason. Toyota forced National Motors Egypt to take up a relatively big amount of cars with a specific category that had no demand in the area covered (Upper Egypt). Specifically, the area had certain demands and needs in the auto market that would have not been met as well as causing long term / ongoing conflicts.

NME imported Mitsubishi and KIA vehicles to Egypt.

Every month NME import around 700 cars contains the following models from KIA and Mitsubishi. (Mitsubishi Pajero- Mitsubishi Lancer- KIA Pride- KIA Carens- KIA Cerato)



# 2010: Daewoo

There was a car agency project from Europe and we start to work on it over Egypt, Ghana, Jordan, and Sudan in the north and south.

The monthly target of cars was 1500 cars, and we took some places in Ghana for rent, and we were looking for other places in the other countries.

Unfortunately, in 2011, the revolution took place, so all the work had to stop and we were almost sign the contract by that time.



# 2013: Lubricants – Bizol



National Motors Egypt wanted to explore a bigger sector in the market. It expanded its activities and investments by embarking on the new market which is Lubricants market.

National Motors Egypt signed a sole agency contract with Beta Trading the owner of Bizol lubricants in Germany.

The market share was growing then and is still growing until now with a very promising future.

At the time being, there are 500 point of sales scattered all over Egypt covering all areas.



# 2015: Lubricants – 77



National Motors Egypt wanted to add to its portfolio more investments and new brands in lubricants market.

NME signed a sole agency contract in the year 2015 with (TnB) in Holland, for its brand 77.

The partnership was a very successful one since the signing of the contract until the time being.



# 2018: Renault Lubricants – Eurol



On one hand, National Motors Egypt signed a contract with EIM (Renault's agent in Egypt) for an exclusive dealership from Beni-Suif to Aswan.

One of the main terms of the agreement was that NME had to create a network of dealers under its name, who act as distributors for NME in the Upper Egypt region.

On the other hand, Eurol was the latest and newest addition to NME in the lubricants market.

Since Eurol Netherlands is one of the most efficient, innovative, and prominent lubricants company. Eurol chose to collaborate with NME based on the high and professional performance they offer in the lubricants market in Egypt.





# 2019: MG | Peugeot



**PEUGEOT**

This year, NME is signing a contract with both MG and Peugeot separately for an authorized dealership (3S) in Upper Egypt.

Since the deals are still in process, for the time being, both display facilities and service centers are under construction.





# 2021: NME Express Service Centers



This year, NME expand its projects by establishing a chain of NME Express Service Centers.

The first service center established and opened this year 2021 in Border Guard Hotel Mall, Saaqah Street, Cairo-Suez Road, Heliopolis, Cairo.

The second NME Express Service Center established also in 2021 in October city, block 83, Industrial Area 3, service hub 2, Giza.

During the next five years, NME will expand its service centers among the governorates of Egypt, to reach by the end of 2026 to 10 service centers around Egypt.



## NME's Performance In The Last Decade

## Total Car Sales

80,000 Units

**35%**

of the units are the Isuzu imported trucks.

**50%**

of the units are the local PCs.

**15%**

of the units are the local trucks.

**850**

tons of lubricants were sold annually from the brand Bizol.

**520**

tons of lubricants were sold annually from the brand 77.

**240**

tons of lubricants were sold annually from the brand EUROL.





# Vision & Mission

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## Vision

Position NME as a market leader in the automotive market, not only in Egypt, but also in North Africa and the Middle East. In addition to exceeding the expectations of the company's stakeholders.

## Mission

Main aim is to build a long-term relationship with the clients and to be their most reliable and trusted partner.

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# NME Branches



**Maadi Branch**



**Giza Branch**



**Nasr City Branch**



**Sheraton Branch**



**October  
Storage Warehouse**



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## Branches:

Giza branch : 18 Al sad Al Aly st. Finy square - Al Dokie

Tel.: 02/33383373

Naser City branch: 10 Samir abd Al Raouf st from makram Ebeid st.

Tel.:02/26701771

Heliopolis branch: Al Saaqah , Border Guard Hotel Mall

Tel.: 02/22691061

Asyut branch : MG showroom - 8 Al messaha st Asyut

Tel.: 088/2062612

Asyut branch: Nissan showroom - 2 Al sawra st Nile Tower - Asyut

Tel.: 088/2142600

Service and spare parts center: kilo 7 Asyut Cairo road - Mankabad

Tel.:088/2277800

Spare parts center: Saad zaghloul st - Asyut

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