

COMPANY PROFILE



Since 1971





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National Agriculture

About Us

National Agriculture was founded in Upper Egypt in 1971. In order to increase the productivity of agricultural land that was owned, it began to depend on contemporary agricultural technology.

This resulted in occupation of prime positions in productivity per acre. The company's total land mass equates to approximately 500 acres in Upper Egypt alone.



The company specializes in the exportation of various crops, with a particular focus on fruits, to many countries across the globe. Included within that are countries within the EU, which led to a higher regulatory standard of production in line with the strict EU standards and regulations.

National Real Estate

This business was founded in 1975 with the purpose of initiating activities in the real estate investments sector.

This was done through the acquisition of land, which was located in prime positions within Giza and Cairo, namely, Nasr City, Abu Rawash, 6th October City, and New Cairo.

Moreover, the business owns significant tracts of real estate in Assiut, Sharm-El-Sheikh, and Alexandria; attaining a total area ownership that spans across more than 400,000 sqm.



As a business, they are involved in the rental and sale of residential units across a multitude of complexes and compounds.

National Charity

Social and Charity Activities

A Non-Profit Organization (NPO)

To assist families and individuals who are located within some of the poorest and developing communities in the region.

National Hospital

Providing medical aid to those individuals and families who need it most, irrespective of their religion, race or political affiliation.



National Motors

Company Information

As one of the foremost Egyptian Automotive Company's, National Motors was founded in **1971** by Mr. Hussain Abdel-Naby.

This succession was later continued by the acting Chairman, Mr. Emad Abdel-Naby who took on leadership as the sole owner of the business.

National Motors
Cairo

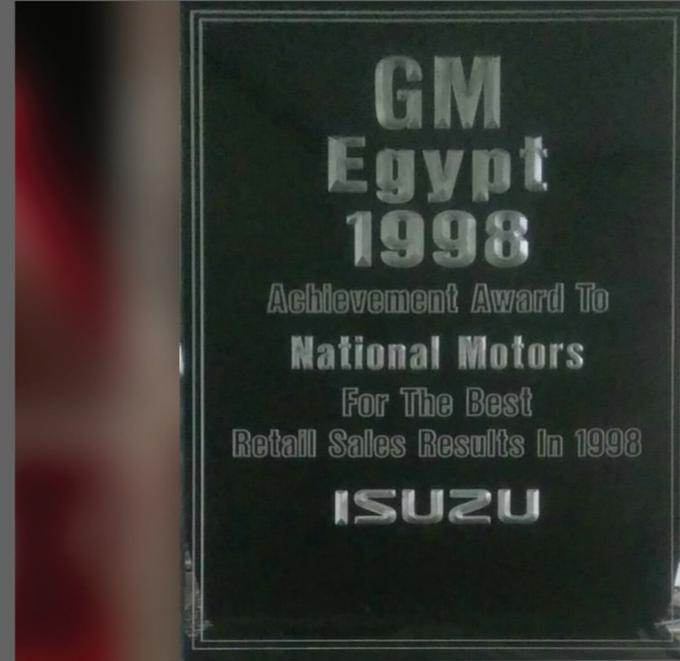


Through the application of his experience and efforts, he grew the business substantially, Resulting in it becoming the largest vehicle importer within the Middle East.

Company Timeline

1988-2001 : National Motors was the largest volume sales dealership in within the Egyptian dealer network for General Motors.

The company attained yearly sales of more than 5000 units in 1998, with a 70 million (USD) turnover.



National Motors
Giza



2001-2003 : National Motors formed a partnership with KIA Egypt to assemble and sell Kia models to KIA Egypt.

2001-2011 : National Motors ranked as the leading business in car importation for the ISUZU-KIA-VW Group.

2008-Present : National Motors gains sole distributor status for the Saipa Corporation.

Company Timeline

2014 : National Motors became the sole distributor for Dongfeng DFSK in Egypt (Passenger vehicles).

2016 : National Motors gains sole distributor status for Hawtai in Egypt.



National Motors
Alexandria



2018 : National Motors became the sole distributor for Dongfeng DFSK in Egypt (Passenger-Commercial-Electrical vehicles) after its proven success through the past years.

Company Vision Statement

National Motors positions itself as a prominent leader in the automotive sector, not only in Egypt, but in the Middle East and North Africa as well.



National Motors
Assiut



Company Mission Statement

National Motors delivers to its Shareholders, Customers, and business partners satisfaction, loyalty, deliverance, and passion with continuous improvement that is driven by teamwork, integrity, and innovativeness.

Our Ethos

“Confidence is the Recipe for Success”

A far-from complex statement that resounds with each employee in the National Motors business.

It depicts a powerful assurance of our ability to deliver upon our promises.

National Motors
Qena



Our business is only as good as the people who help bring our aspirations to the forefront, helping us to always deliver outstanding results.

As a business, our people are our most treasured asset.

Our Philosophy

Brand Reputation and Products Quality

We, at National Motors, take into consideration the quality and image of the products we offer our customers, which includes the perceived quality when a customer opens the vehicle door in the showroom, sits in the seat and takes a test drive all the way to the durability that remains after years of use.

High competitive price and good value for money

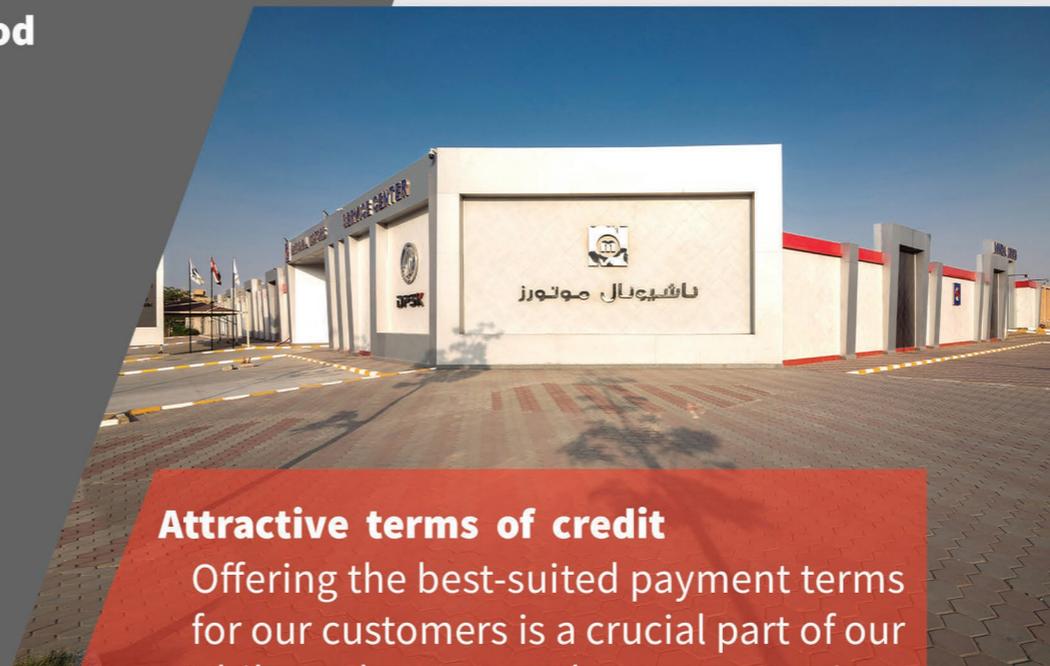
Ensuring high competitive price while maintaining good value for the money spent by our customers are a key to our philosophy in National Motors. This philosophy allows our partners to acquire and maintain a leading position in the market.

Attractive terms of credit

Offering the best-suited payment terms for our customers is a crucial part of our philosophy to complement our prices and value in the market.

Superb Post-Sales Support

After-Sales support is now a huge factor when it comes to customers' decision to purchasing a car. Offering an excellent after-sales support through our well-established, equipped and wide-spread service centers is a top priority to ensuring the satisfaction of our customer and partners.



Our Partners



 **General Motors**
From 1988 To 2001


From 2001 to 2003


SAIPA
From 2008 to Present


DFSK
From 2014 to Present


HAWTAI MOTOR
From 2016 to Present

 **NATIONAL
MOTORS**

Dongfeng and National Motors

National Motors earn sole distribution rights in Egypt for DFM-DFSK in Egypt, for MPVs and SUVs.

In **2015**, the Glory 350 MPV, which is the primary model of DFSK, was launched in Egypt

With an initial annual target of 800 units, National Motors over-achieved, delivering 1400 units.

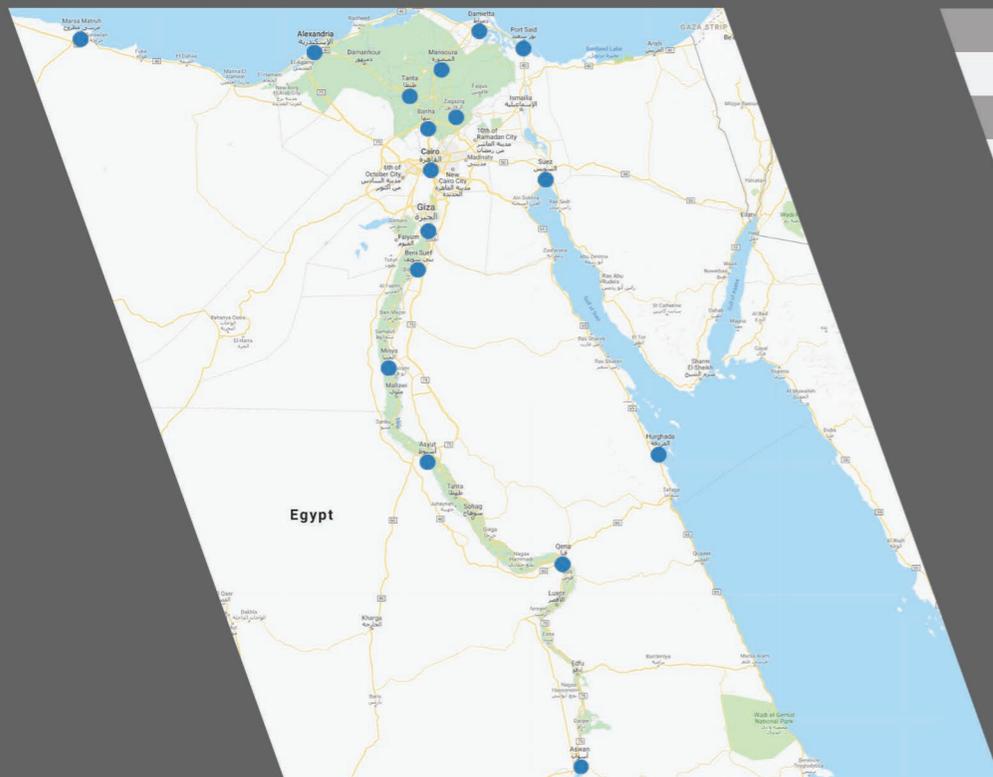


In **2017**, the Glory 580 was launched by National Motors; it was the second model in the series and is known in Egypt as the Eagle 580.

In **2018**, National Motors cemented its place at the biggest international distributor for DFSK when it attained a 2000 unit order for the Eagle 580 from the National Military.

National Motors is now a reputable distributor of commercial, passenger and electrical vehicles.

Facility Network



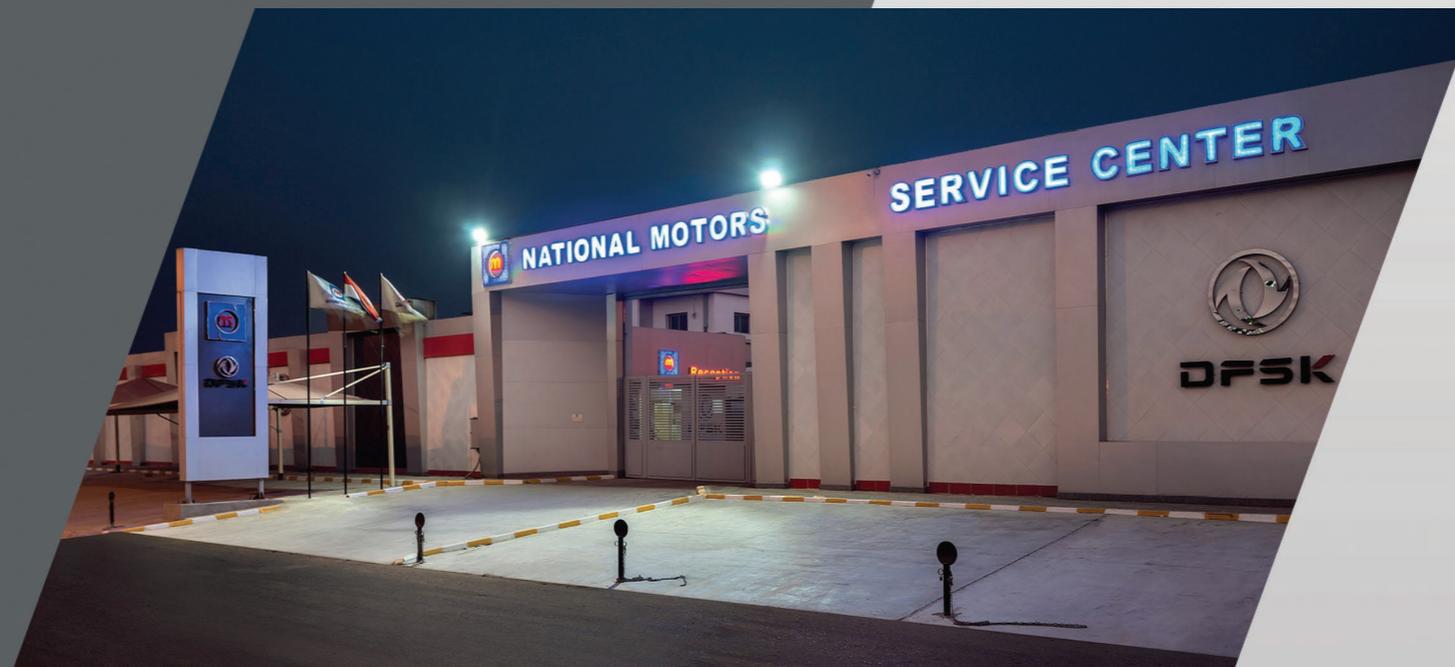
City	Head Office	Sales (Showroom/ fleet)	After Sales Services	Trade-In
Cairo	✓	✓	✓	✓
Giza		✓	✓	✓
Alexandria		✓	✓	✓
Port Said		✓		
Bani Suif		✓		
Minya		✓		✓
Assuit		✓	✓	✓
Qena		✓	✓	✓
Aswan		✓		
Hurgada		✓	✓	
Matruh		✓		
Tanta		✓	✓	
Kafr El Sheikh		✓		
Suez		✓		
Mansoura		✓		
Qalyubia		✓		
Banha		✓		
Sharqia		✓		✓
Damietta		✓		

Service Centres

National Motors has five owned Service Centres located throughout Egypt in Cairo, Giza, Alexandria, Assiut and Qena.

They are all equipped by the most modern equipment, Special Service Tool (SST), hand tools and highly skilled trained workers.

The total capacity of all service centers is up to 218 vehicles per day including all types of repairs (mechanical, electrical and B&P repairs)



We, at National Motors, have an active plan for **2019** to expand the service centers network to be 9 centers and 6 parts outlets (1 S)

National Motors Main Service Center is strategically located in 6th October city “Greater Cairo”.

Service Centres

It spans across a 4156 square meter space and it includes :

1. Vehicle stock yard
2. CPD
3. Main service center
4. Parts warehouse
5. Training Center
6. After Sales administration building

The CPD is located over 1800 meters on 3 repeated floors with a complete firefighting system , rack system , lighting, electrical lifting winch for the 2nd and 3rd floors , camera surveillance and 24/7 security .



National Motors Main Service Center
"6th October"

It has 1200 Pallet positions and 2160 locations, Stock Keeping Unit SKU of 4239 line items, 3673 active line items, ERP system, 94% fill rate and average number of daily transactions of 207 transactions with 312 line items.

Workshop Activities

Express Service Area

Mechanical & Electrical

Body Repair

Preparation & Dust-Free Area

Painting Spray Booth

Polishing & Detailing (SMART REP.)

Wash Area



Business Departments

Vehicle Sales

Financing Service

Trade In

Insurance Service

Maintenance

Spare Parts

Door 2 Door Services

Accessories

Training Facility

National Motors have a training facility that spans across 165 square meters.

The most important mission of our training facility is to ensure that our technicians handle the service of the cars with the best care and maintain the high quality our customers expect and more.

The training facility includes :

Two training rooms for theoretical training on the best ways of servicing our customers' cars.



A workshop for practical training that is fully equipped with the latest equipment which is also used by our service centers.

Two offices for our trainers to prepare for the training.

And finally, an entertainment area for the trainers and trainees.



Cairo Showroom



El Giza Showroom





Service Center
El Giza



Service Center



Alexandria
Branch 3S

DFSK

ناشيونال موتورز



Assiut Branch 3S



Qena Branch 3S

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