

Publication: Menafn.com  
 Country: Internet  
 Circulation: N/A  
 Date: 22<sup>nd</sup> January 2006  
 Page No.: (1/1)  
 Colored:  B&W:

Arabic Headline Summary:

## ENOC Lubricants becomes Technology Partner for Future Motors - UAE

MENAFN Press - 22/01/2006

EPPCO Lubricants, the specialised lubricants' division of Emirates National Oil Company (ENOC), recently announced they have entered into a 10-year exclusive supply agreement as the technology partner in lubricants for Future Motors L.L.C.

The announcement took place during the 8th Middle East International Motor Show, held in Dubai 12-16th December 2005, where ENOC and EPPCO showcased innovative stands.

Under the agreement, all vehicles sold and serviced by Future Motors will carry the ENOC Lubricants recommendation via a sticker placed within the engine compartment. In addition, it was announced that the Future Motors complex in Dubai will carry ENOC branding and the facility will be modified to incorporate a service centre open for all customers.

Hussain Sultan, Group CEO and Board Member of ENOC said: "We see this as a major step forward for ENOC Lubricants in the car dealership sector in the UAE as it is one of our main focus areas in support of our brand positioning."

Omar Bin Dhaher, President of Future Motors said: "We welcome ENOC Lubricants on board as our strategic partner. The agreement adds considerable value to our Technology Partner's initiative through formulating alliances with major suppliers such as ENOC, in our drive for service excellence."

Established in 2000, Future Motors is the Middle East and GCC dealer for both leading exotic premier cars and tuners for major international brands. It represents manufacturers including Pagani (Zonda), Spyker, Fornasari, Funcke & Will, and tuners such as Carlsson (Mercedes Benz), JE Design (Audi, Seat, VW), Overfinch (Range Rover), HARTGE, Cargraphic, Erebuni, Gamballa and Avus.