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Future Motors in new partnership

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Dubai

Enoco Lubricants, the specialised lubricants' division of Emirates National Oil Company (Enoc), said they had entered into a 10-year exclusive supply agreement as the technology partner in lubricants for Future Motors.

The announcement came during the 8th Middle East International Motor Show, held in Dubai last month, where Enoco and Future Motors showcased innovative stands.

Under the agreement, all vehicles sold and serviced by Future Motors will carry the Enoco Lubricants recommendation via a sticker placed within the engine compartment.

In addition, it was announced that the Future Motors complex in Dubai will carry Enoco branding and the facility will be modified to incorporate a service centre open for all customers.

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

Future Motors president Omar bin Dhaher said: "We welcome Enoco 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 Enoco, 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, Funnke & Will, and tuners such as Carlsson (Mercedes Benz), JE Design (Audi, Seat, VW), Overfinch (Range Rover), HARTGE, Cargraphic, Erebuni, Gamballa and Avus.

Established in 1993 as a wholly-owned company of the Government of Dubai, Enoco aims to promote the interests of its shareholders through the development of further downstream and upstream activities in the oil and gas sector and beyond and to encourage the economic diversification of Dubai and the rest of the UAE.

Enoco actively participates in an increasingly broad range of business ventures.

Its joint ventures with major international companies allow partners to pool their technology, know-how and expertise along with their resources to further their commercial success.

Since its inception, Enoco has been guided by its philosophy of quality and professional management based on modern business concepts for commercial success and sustainable growth. Today it is poised to engineer a new and challenging period of growth and diversity.

Enoco's mission is to be the reliable Energy Partner of Choice in each sector in which it operates. **TradeArabia News Service**