



## Through Live Streaming GB Auto Launches the New Chery Tiggo 7 1.5 Turbo 2020

**Cairo, Egypt – June 7, 2020:** GB Auto (AUTO.CA on the Egyptian Exchange), a leading automotive company in the Middle East and non-bank financial services provider in Egypt announced the launch of the new Chery brand model Tiggo 7 2020 in Egypt at a starting price of LE 269,000. The new vehicle is among the list of Chery models assembled locally in cooperation with Aboul Fotouh Automotive Group.

To accommodate the current climate, GB Auto became one of the first companies in the automotive field to employ digital solutions, conducting the Tiggo 7's launch through a live stream event that saw speeches from GB Auto Group COO Mr. Karim Gaddas and Chery International China CEO Mr. Zhang Guibing. Also online for the event were several executives from GB Auto and Chery International, as well as a group of distinguished company representatives and prominent media agencies.

“We are always working to provide our customers with the best Chery cars, which have proven over the past six years to possess great capabilities that have allowed the brand to occupy a notable position in the Egyptian market,” said GB Auto COO Mr. Karim Gaddas. “Assembling the Tiggo 7 in Egypt in cooperation with Aboul Fotouh Automotive Group complements our plans to support and develop the Egyptian automotive sector, which in turn contributes to reviving local manufacturing and sustaining the national economy.”

He added that, “for the first time in Egypt, GB Auto is providing an online car buying and booking service through our website in order to facilitate access to all Chery car models. This step is in line with the country’s overall strategy for financial inclusion and the implementation of the Egypt 2030 Vision, as well as the digital transformation happening around the world.”

Link: <https://book-your-car.chery-eg.com/home/en>

“Over the past three years, Chery and GB Auto have been able to grow their partnership and set ambitious targets for the markets of Egypt.” said Chery International China CEO Mr. Zhang Guibing. “Each year, Chery directs substantial investments towards introducing the latest in automotive technology to its production lines, such as electric vehicles and autopilot features.”

The Tiggo 7 belongs to the SUV class and is characterized by a modern design that combines halogen headlights and an LED daytime running system that can control high and low headlight levels. Additionally, the interior is equipped with a number of innovative features, including a 9-inch HD screen, Bluetooth connectivity, Apple CarPlay and Android Auto applications, and state-of-the-art air conditioning.



The new vehicle is fully assembled in Egypt and contains various safety features to guarantee maximum protection for the driver and all passengers, including an engine management prevention system, front and side airbags, ABS with electronic brake force distribution (EBD), Electronic Stability Program (ESP), HHC/HDC, Electric Hand Brake (EPB), Tire Pressure Monitoring System (TPMS) with Rear and Front Distance Warning, Rear Camera, and ISO FIX for stabilizing child car seats.

GB Auto's newly launched online purchase service on their website provides customers with round-the-clock access to all available vehicle data, faster transactions compared to traditional methods, less routine, and a guarantee of full transparency.

The e-purchase process is accomplished by completing five quick steps and visiting a GB Auto branch:

1. Choose the desired car, category and color.
2. Identify the nearest showroom to receive the car.
3. Deposit a down payment.
4. Speak to a sales team representative to set the time for vehicle pickup from the showroom.
5. Transfer what remains of the cost through bank of choice and collect the car.

Link: <https://book-your-car.chery-eg.com/home/en>

GB Auto provides Tiggo 7 Chery 2020 buyers with a five-year or 100,000 km warranty, whichever comes first. Interested buyers can view the car at any of GB Auto's 30 showrooms or certified distributors across the country. The company also guarantees the highest levels of after-sales services through 13 centers located in various governorates, as well as a countrywide network of approved service centers.

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### **About GB Auto S.A.E.**

GB Auto S.A.E. (AUTO.CA on the Egyptian Exchange) is a leading automotive company in the Middle East and non-bank financial services provider in Egypt. Across six primary lines of business — Passenger Cars, Motorcycles & Three-Wheelers, Commercial Vehicles & Construction Equipment, Tires, After-Sales, and Iraqi operations — the company's main business activities include assembly, manufacturing, sales and distribution, financing and after-sales services. GB Auto's portfolio of brands includes Hyundai, Mazda, Geely, Chery, Bajaj, Marcopolo, Iveco, Volvo Truck & Bus, Volvo Construction Equipment, Mitsubishi Fuso, YTO, Karry, SDLG, Sinotruk, Aksa, Lassa, Yokohama, Pirelli, Westlake, Double Coin, Doublestar, Verde, Techking, and Gazpromneft GB Auto has operations in Egypt and Iraq. The Company's NBFS' segment branded GB Capital offers leasing, consumer finance, microfinance, fleet quasi-operational leasing, factoring, securitization and Mortgage finance under the following brands - GB Lease, Mashroey, Drive, Tasaheel, Haram, GB Capital for Securitization and Bedaya. The company is headquartered in Giza, Greater Cairo Area, Egypt.

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