

Gulf Tyres and Rubber Holding Co. L.L.C.



The Gulf Tyres & Rubber Holding Co.

The Gulf Tyre & Rubber Holding Co. (GTR) is an internationally acclaimed solution provider involved in diversified business sectors ranging from manufacturing, contracting to trading and distribution.

- Established in 2002 in Saudi Arabia
- Head Quarters in Khobar
- More than 600 Employees
- Offices all over the Kingdoms of Saudi Arabia & Bahrain

❖ Kingdom of Saudi Arabia

- ✓ Dammam
- ✓ Khobar
- ✓ Ahssa
- ✓ Riyadh
- ✓ Buraida
- ✓ Jeddah
- ✓ Medina
- ✓ Abha

❖ Kingdom of Bahrain

- ✓ Sitra
- ✓ Sitra Industrial
- ✓ Hamala
- ✓ Hamad Town



GTR at a glance

Committed to People,
Committed to the Future.

Who we are
History and Existence

⚡ GTR Mission and Core Values

⚡ Our Mission

To be the preferred choice of customers, winning their trust and exceeding their expectations, consistently supplying quality products and providing exceptional services.

⚡ Our Values



Respect

We acknowledge and recognize the unique value of those who work with us.



Integrity

We approach our position and our responsibility as industry leaders with authenticity and integrity



Innovation

We pioneer an ethos of creative problem solving and share the benefit of our business insights internally as well as with our clients.

⚡ GTR operations are structured into Two Business Channels Trading and Industrial.

Trading:

GA
GENERAL AUTOMOTIVE
Saudi

KUMHO TIRE MARSHAL **Infinity**
Tyres **AUTO PRO EXPRESS**
Tyres and Car Services **ETERNITY**

SKYFIRE **FULDA**
GERMAN HIGH TECHNOLOGY TRELLEBORG **Wheel Engineering** **ALLIANCE**

GB
GENERAL BATTERIES

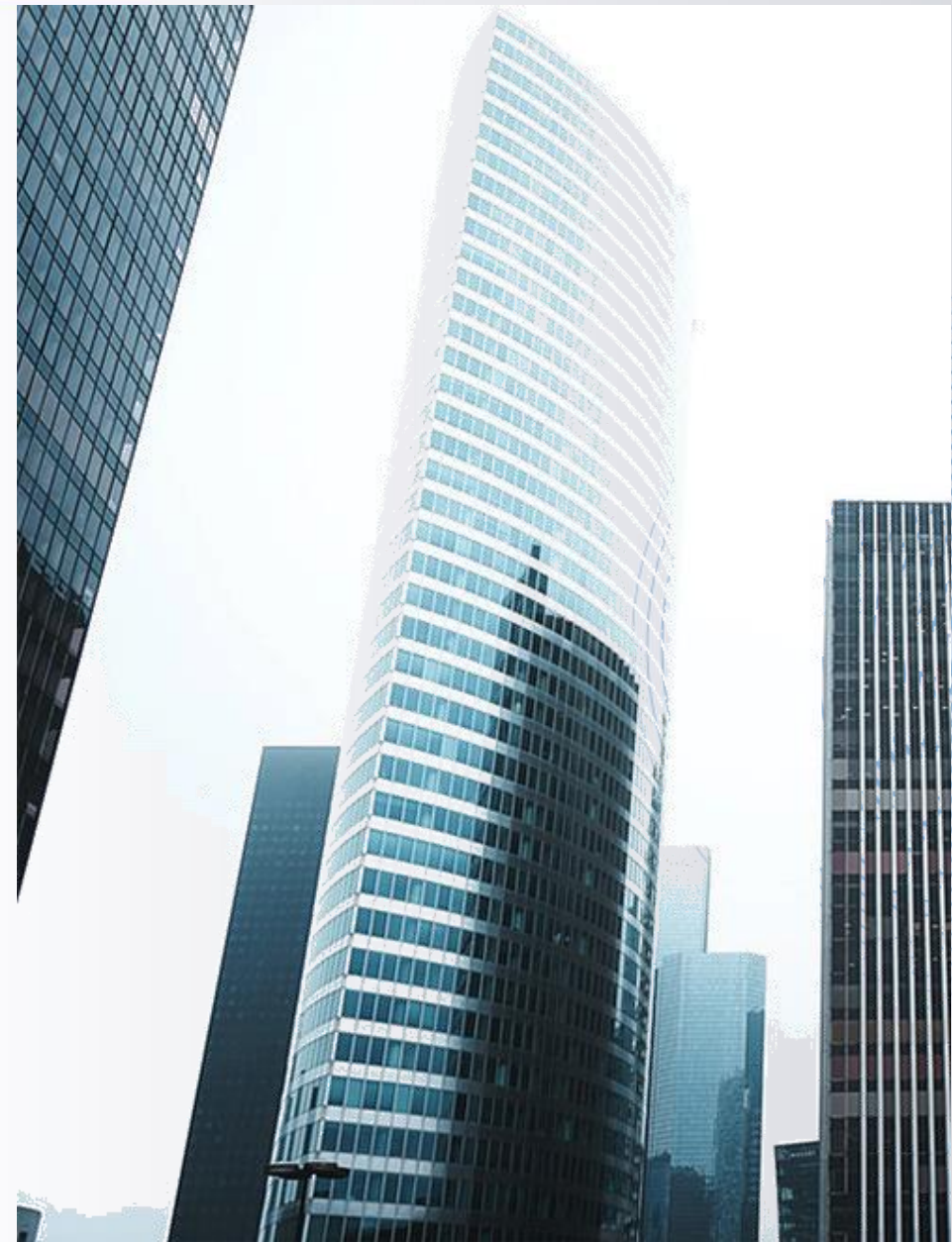
Infinity
EXTRA POWER BATTERY **EXIDE**
BATTERIES **Veedol**™

GR
GENERAL RETREADS

MARANGONI™ **REMA**
TTT
EXOT

HOLDING GROUP





Industrial:

Gi
GENERAL INDUSTRIES

Infinity[®]

metso
minerals

Unco baxo

PHOENIX

ULMA
Handling Systems

Continental
CONTITECH

ALMEX

REMA
TRIP
TRIP

martin
engineering

GFM
GENERAL FLUID MANAGEMENT

Infinity
Hoses[®]



General Automotive KSA (Commercial, Non Commercial and Industrial)

- Established in 2002 in the Kingdom of Saudi Arabia.
- Leading tyre business and distributor of number of world leader brands.
- Three regional offices, nine tyres & car service centers.
- High qualified sales and services engineer with an extensive infrastructure so that operations can support kingdom wide.

Products Categorization:

- Non Commercial Applications (UHP, SUV, 4X4 & Commodity)
 - ✓ Kumho Tyres.
 - ✓ Marshal Tyres.
 - ✓ Infinity Tyres.
 - ✓ Skyfire Tyres., for all kind of applications tyres for commercial, non commercial and Industrial uses.



➤ Commercial Applications (Truck Tyres)

- ✓ Kumho Tyres.
- ✓ Fulda Tyres.



➤ Industrial Applications (Manlift / Forklift) & Agriculture Tyres

- ✓ Trelleborg.
- ✓ Alliance.
- ✓ OTR.
- ✓ GRI.
- ✓ Eternity Batteries.

Our Services

- ✓ Core filling service From pneumatic to solid.
- ✓ On site fitting service for forklift.

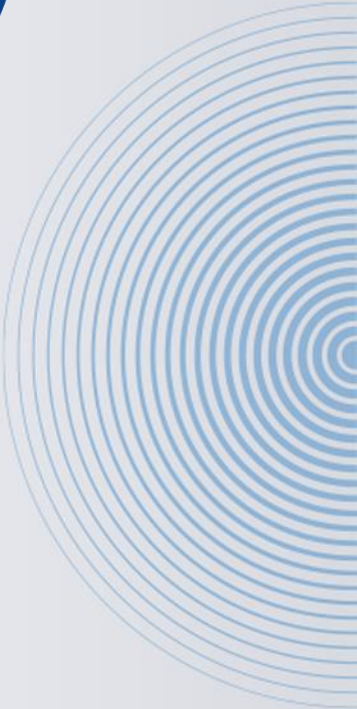


General Automotive KSA (Tyres & Car Service Centres)

Tyres & Car Service Center Addresses

1. Dhahran: King Abdullah Road (Opp. Al Nahdi Pharmacy)
2. Dammam: King Saud Road, Al Khudariah
3. Hassa: Makkah Rd / Industrial Rd, Al Mubarraz, Al Hassa
4. Orouba: Al Orouba Street, Near Panda Supermarket
5. Dabab: Al Dabab St., Al Olaya Main Road
6. Buraida: King Abdulaziz Road, As Safra, Buraida
7. Kilo 9: Medina Road, Sari Street under Sari Bridge (Old O.I.C Building)
8. Abha: Tamimi Centre, Abha Khamis Road, (Near GNP Hospital)
9. Medina: Airport Road, Aba Dar Street (Under Pedestrian Footbridge)





General Batteries

- Established in 2014
- Headquartered in Khobar, with 3 Regional Offices in Dammam, Riyadh & Jeddah.
- Sole importer and distributor of **Infinity & EXIDE Batteries & Veedol Oil** for automotive use (commercial & non commercial) and other specialized applications.
 - ✓ Car / LCV performance battery (completely maintenance free).
 - ✓ Car / LCV performance battery (micro-hybrid AGM absorbent glass mat).
 - ✓ CV expert HVR® battery (heavy duty battery).
 - ✓ Marine & Leisure AGM battery (absolutely maintenance free).
- Golf Cart / Electric (day-in, day-out durability & performance).
- Garden Tractor / Utility battery (consistent, maintenance free starting power).
- Gel battery for professional applications (gel battery for professional applications).



Infinity
EXTRA POWER BATTERY

EXIDE
BATTERIES

Veedol
TM

General Retreading Tyres

- Established 2005
- Specialized in the production and distribution of retread truck tyres.
- More than forty seven employees.
- Its the largest retreading facility in the region with the world most advanced technologies using **Marangoni** unique patented application.
- Specially formulated compounds and tested tread designs at the state-of-the-art plant in Dammam.
- Providing retread service for truck tyres and OTR tyres under one roof.



General Fleet Solutions

Focus's on the provision of specialized service solutions for fleet and logistics companies across the Kingdom of Saudi Arabia.

- Founded in September 2011.
- Provide focused service in tyre maintenance and related fields;
 - ✓ Monthly inspection.
 - ✓ Forklift services & preventive maintenance contracts.
 - ✓ User training for forklift operators and supervisors.
 - ✓ Fitting service.
 - ✓ Budini system for tyre management tracking and creating a data base for the tyre.
 - ✓ Mobile truck wheel balancing & alignment.
 - ✓ Garage equipment services & sales.
 - ✓ Garage tools & tyre repair material sales.



⚡ General Automotive BAH (Commercial, Non Commercial and Industrial)

- Established in 2006,
- Sole importer and distributor of Continental, General, Nexen, Fulda, Sava and Infinity Tyres & Batteries, Eternity, Trelleborg, ATG Galaxy & TVS Eurogrip, Speed Mate Batteries, and Eneos Lubricant across Kingdom of Bahrain.
- Four Tyre Service Centres:
 - ✓ Sitra highway.
 - ✓ Industrial area.
 - ✓ Hamala.
 - ✓ Hamad town.
- Services Offered:
 - ✓ Industrial - core filling service from pneumatic to solid.
 - ✓ Automotive - oil and filter change in Sitra highway and Sitra industrial area.



General Automotive BAH (Tyres Service Centres)



Tyres Service Center Addresses

1. Sitra Highway: Kharijiyah, Block 606, Road 10, Building 148
2. Sitra Industrial: Mahazzah, Block 603, Road 301, Building 23
3. Hamala: Hamala, Block 1014, Road 90, Building 2175
4. Petromart Station: Malkiya, Block 1032, Road 32, Building 155 Shop# 4



General Industries

General Industries Services

Importer and manufacturer of industrial rubber and polyurethane products.

- Founded in 2007.
- Manufacturer of various specialized rubber products.
- Largest supplier of conveyor belts in Saudi Arabia.
- Largest conveyor belt service company in Saudi Arabia (i.e. laying, joining, installation etc.).
- Largest applicator of rubber lining in Saudi Arabia.
- Coating (epoxy, flake lining etc.) applicators.
- Supplier of vulcanizing equipment's.
- Factory in Jubail area of 14,971sqm.



General Fluid Management

GFM deals with distribution of premium quality hoses and fittings.

- Established in 2015.
- Complete hoses Service solutions.
- World class quality hoses and fittings for all types of applications and environments.
- Crimping and manufacture of hose are done either in our workshop or onsite.
- Mobile workshops.
- Testing and certification of hose and fittings available.
- Bespoke service solutions and outsourcing of hydraulic maintenance.
- Unique coding system for re-ordering hoses.
- Preventative maintenance programs available.
- Hydraulic lubricants.



⚡ Assuring high level of customer service and satisfaction

⚡ We seek to exceed our customers' expectations by:

- Create a case number for every call / complain / inquiry.
- Monitoring and following up requests / cases internally.
- We will make sure the case is closed and confirm with customers.
- Tracking customer satisfaction via detailed surveys and evaluations.
- We will be observing call traffic and quality of service given by our agents.
- Unified customer service number (92 000 1938) accessible from any phone - landline or mobile.

Contact Centre



Thank You

