



EASA SALEH AL GURG
TYRES BATTERIES & ACCESSORIES

CORPORATE PROFILE

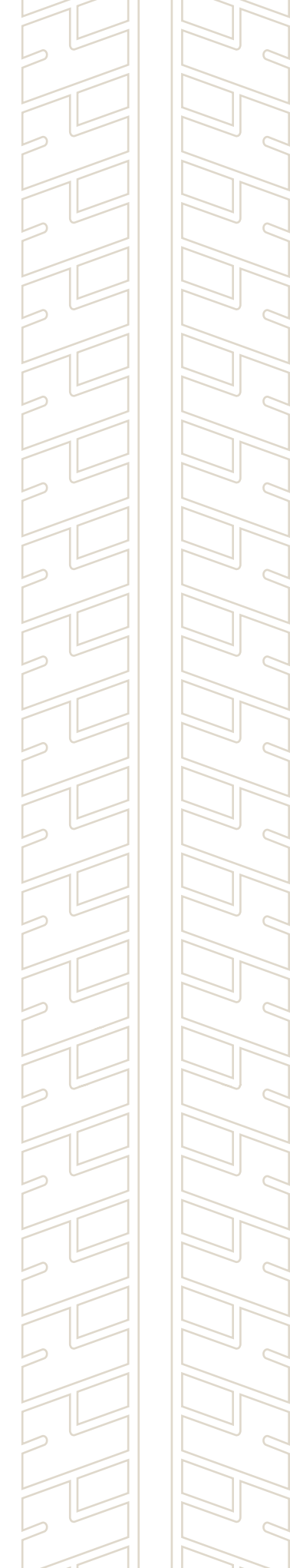
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**Who
We Are**



Our Story

- 1978 ● ESAG TBA established
- 1990 ● ProShop established
- 2014 ● Sailun Tyres added to brand portfolio
- 2015 ● Falken Tyres added to brand portfolio
- 2019 ● Petronas Lubricants added to brand portfolio
- 2020 ● IQ Power Batteries added to brand portfolio
- 2021 ● Black Hawk Tyres added to brand portfolio

Easa Saleh Al Gurg Tyres, Batteries & Accessories (ESAG TBA) was established in 1978 as the sole distributor for Dunlop Tyres in Dubai and the Northern Emirates. Over the years, the company has successfully established the Dunlop brand as a major player in the UAE tyre industry. Throughout the years, ESAG TBA has expanded its portfolio to include reputed brands such as Falken Tyres, Petronas Lubricants, Sailun Tyres and IQ Power Batteries.





Growth & Expansion

In 2014, ESAG TBA expanded its operation in Oman through its subsidiary Al Gurg Tyres where the exclusive distributorship for Sailun Tyres was awarded and since then Sailun has captured a fair market share in the Omani tyre market. ESAG TBA also operates ProShop, a network of retail outlets, spread out across the UAE for over two decades.

About ESAG

Founded in 1960, by H.E. Easa Saleh Al Gurg (KCVO, CBE) the Easa Saleh Al Gurg Group is a multi-divisional conglomerate with over 27 companies.

The Group has a range of diverse product and business interests that predominantly include retail, building and construction, industrial and joint ventures. With an active presence throughout UAE, Oman, Saudi Arabia; its reach stretches across Asia, Middle East and the African continent, parts of America, Australia and New Zealand.





About The Chairman

HE Easa Saleh Al Gurg, KCVO, CBE is a distinguished personality who has surpassed in various fields of activity including politics, business and diplomacy. He is known and admired for his sharp intellect and trade acumen.

Besides his business interests, His Excellency has also played a significant role in shaping the history of the UAE as a member of the Deliberative Committee of the Trucial States Development Office. In 1971, he was appointed as the Executive Director of the Trucial States Development Board. He was Ambassador to the UK & the Republic of Ireland from 1991 till 2009. He was awarded CBE (Commander in the Most Excellent Order of the British Empire) in 1990.

On retirement from the Ambassadorship, His Excellency was awarded KCVO (Knight Commander of the Royal Victorian Order) by Her Majesty, Queen Elizabeth II of Great Britain. He has also been honoured by H.H. Sheikh Zayed Bin Sultan Al Nahyan, the late President of the UAE, with the Order of Zayed II in 1997.

Senior ESAG Leadership



Dr Raja Al Gurg

Vice Chairperson & Managing Director

Dr Raja Al Gurg is a well known businesswoman in the region. She has achieved laurels for her stellar leadership of the Group. Her counsel and valuable insights have significantly contributed to the growth and expansion of ESAG.



Easa Al Gurg

Group CEO

Easa Al Gurg is the Group CEO of Easa Saleh Al Gurg Group. Under his leadership the Group will continue to expand and deliver innovative turnkey solutions to iconic projects across all industry sectors.



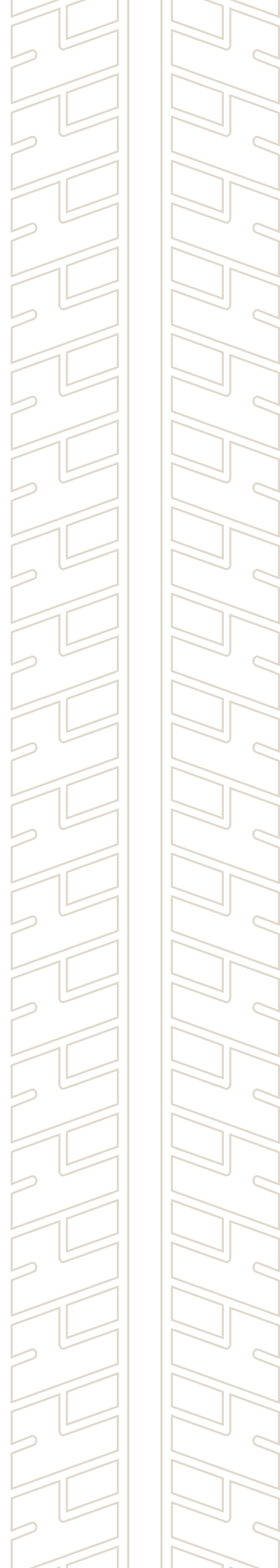
Abdulrahman Al Shaibani

CEO - ESAG TBA

Abdulrahman Al Shaibani is a third generation Al Gurg family member in the business. He joined ESAG TBA in 2018 as Deputy General manager and has taken the responsibility of CEO in 2021.



Brands, Clients & Channels



Key Brands

TYRES

		
		
		Jobs Tyres

LUBRICANTS & BATTERIES

	
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EQUIPMENT







Dunlop is a premium tyre brand with a history of over 129 years. Besides being known for its quality, reliability and safety, Dunlop is fitted as original equipment for leading automotive brands such as Bentley, Audi, Jaguar, BMW, Mercedes, Toyota, Nissan, Mitsubishi, Mazda and Volkswagen.



Falken was launched in its native country Japan in 1983. Falken was created as a high performance radial tyre brand. More than three decades later, Falken continues to focus on high performance products while utilizing professional motorsports to further develop and improve its product range. Falken is now fitted as OE on VW, Audi, Nissan, Jeep Mazda, Ram, Seat, Subaru and Skoda.





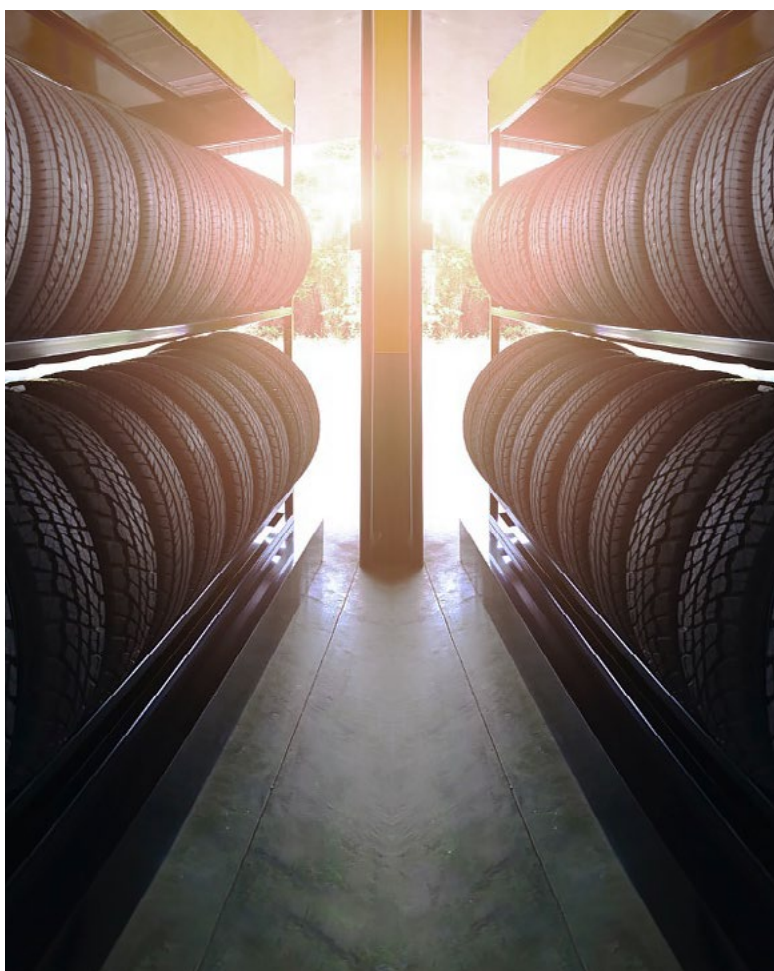
Established in 2008, Petronas Lubricants International manufactures and markets a full range of high-quality automotive and industrial lubricants in more than 90 markets. As a long term title and technical partner to Mercedes-AMG, Petronas works closely with the Mercedes team to design fuel, lubricants and functional fluids for the five-time Formula One World Champion team.

Key Clients

 ورشة حكومة دبي Dubai-Government W/Shop	 شرطة دبي DUBAI POLICE	 هيئة كهرباء ومياه دبي Dubai Electricity & Water Authority
 مواصلات الإمارات Emirates Transport	 مؤسسة تاكسي دبي Dubai Taxi Corporation	 autopro car care professionals
 FASTFIT	 فاست تراك fasttrack	 CAFU
 MASSAR	 GORICA	 LANDMARK GROUP



Distribution Channels



Dealers



Government institutions



Retailers



Fleets



ProShop - Retail





Proshop is a one stop shop and a maintenance hub for the complete range of auto products and services through A diverse, trained and experienced team of +40 professionals serving customers using state of the art equipment at seven workshops spread across UAE.

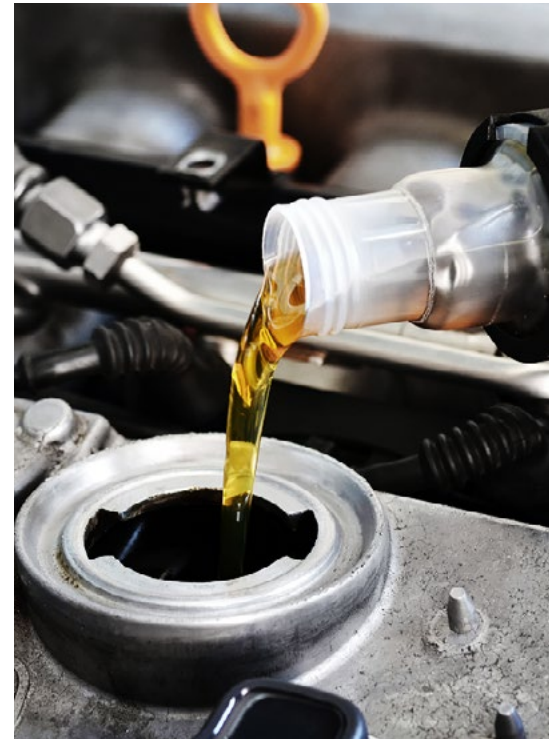


ProShop Offerings



Multi-brand tyre sales

We offer an extensive range of tyre products to meet all your motoring needs.



Oil change

Oil change is crucial as it maintains lubrication, cools components, removes wear particles, improves mileage and promotes longevity.



Battery replacement

We provide free battery test for your vehicle ensuring that a dead or near dead battery is replaced at the right time.



Brake service

Our technicians effectively analyse the brake condition and replace brake pads, brake discs, calipers with original parts.



Wheel alignment

Adjust your wheel angles to original specs for best fuel mileage, proper road contact, a smooth ride, and longer tyre life.

ProShop Offerings



Wheel balancing

Wheel balancing equalises the weight of the combined tyre and wheel assembly to avoid vibrations at high speed.



Health check

Tests and insights include pressure, pavement test, tread-wear, cracks, puncture, misalignment, etc.



Tyre rotation

Timely rotation of tyres helps to optimise & extends life.



Puncture repair

Repairs from the inside using mini combi patches which last for the life of the tyre.



Nitrogen filling

Nitrogen in tyres leads to longevity, enhances driving comfort and improves mileage.



Mobile Van Services

We offer easy and convenient tyre change services to customers at their home or office. Our fully equipped mobile van can change tyres, balance tyres and fit them at your doorstep or even sort out a tyre situation on the roads.

We are committed to providing quality service and expert advice that you can rely on. Simply call our toll free number 800 TYRES (89737).

ProShop Locations



Connect With Us

Corporate Office

 +971 4 605 3888



ProShop

 Toll Free: 800 TYRES (89737)



 +971 800 89737



A member of Easa Saleh Al Gurg Group



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