

## **PRESS RELEASE 1**

### **FOR IMMEDIATE RELEASE**

#### **GEYUSHI AUTOMOTIVE INDUSTRY UNVEILS "THE ECO" AT BUSWORLD 2023, SETTING A NEW STANDARD IN PUBLIC TRANSPORTATION**

*Brussels, October 7<sup>th</sup> 2023:* In a significant stride towards sustainable urban mobility, Geyushi Automotive Industry proudly launched THE ECO electric bus earlier today, signaling a progressive shift in public transportation.

The ECO embodies the company's ambition to lead in the realm of eco-friendly transit solutions. Beyond its state-of-the-art electric drivetrain and an ultra-quiet motor, the ECO boasts of sophisticated battery cooling systems that enhance performance and longevity.

A pivotal strength of Geyushi lies in its robust R&D department. "Innovation is a guiding principle for us, a commitment rather than a choice. Our dedicated R&D unit ensures that each product, like THE ECO, stands as a benchmark in design, efficiency, and user experience," remarked a company spokesperson.

Reinforcing this commitment is the strategic collaboration with renowned global suppliers for key components. Partnering with such industry giants not only amplifies THE ECO's intrinsic quality but also underscores Geyushi's dedication to excellence.

Mr. Khaled Geyushi, the company's CEO, reflecting on the launch, said, "The ECO's unveiling isn't just about a new product; it symbolizes our vision for a greener future. It's about our unwavering commitment to innovation, sustainability, and the relentless pursuit of shaping a more connected and eco-conscious world."

The electric bus, designed with an inclusive low-entry design, is poised to redefine public transit by merging sustainability with unparalleled passenger comfort. Its sleek design, long range, regenerative braking, and rapid charging further emphasize Geyushi's focus on balancing form and functionality.

With an increasingly globalized world, Geyushi is setting sights on exports, targeting emerging markets where sustainable urban transit is paramount. "The growth trajectory of electric transit solutions is unmistakable. With THE ECO, we are perfectly positioned to cater to both local and international demands," stated the Director of Business Development.

In closing, as Geyushi Automotive Industry further entrenches its position in the automotive market, THE ECO stands as a bold testament to its forward-looking approach, commitment to sustainability, and the promise of delivering exceptional urban transit solutions.

**About Geyushi Automotive Industry:**

Located in the 10th of Ramadan City, Geyushi Automotive Industry represents a notable footprint of Egypt in the automotive realm. Spanning 100,000 square meters and employing over 800 dedicated professionals, the facility annually produces close to 5,000 buses, including models designed with environmental considerations in mind. Beyond its production capabilities, Geyushi's in-house research and development unit continuously seeks a balance between designs that resonate with local preferences and international benchmarks. By combining quality components, leveraging national resources, and valuing local expertise, Geyushi modestly underscores Egypt's potential and commitment to advancing the transportation industry.