

## **PRESS RELEASE 2**

### **FOR IMMEDIATE RELEASE**

#### **GEYUSHI AUTOMOTIVE INDUSTRY UNVEILS THE LUXOR COACH BUS: A PIONEERING STEP IN TOURISM TRANSPORTATION**

*Brussels, 7<sup>th</sup> of October 2023:* Geyushi Automotive Industry, a frontrunner in Egypt's automotive sphere, proudly unveiled the LUXOR Coach Bus today, marking a new chapter in its luxury product portfolio tailored explicitly for the flourishing tourism market.

With tourism witnessing robust growth in Egypt and the broader Middle East, the LUXOR has been sculpted to encapsulate the very essence of luxury travel. Yet, what truly stands out is Geyushi's dedication to ensuring that every voyage undertaken is steeped in safety. Every design choice, every feature in the LUXOR, is reflective of the company's underlying principle of safeguarding its passengers and ensuring their comfort.

Furthermore, in a time where environmental concerns loom large, Geyushi underscores its commitment to the environment. The LUXOR, while offering unparalleled luxury, also emphasizes eco-friendly travel solutions, resonating with the contemporary traveler's ethos.

A cornerstone of Geyushi's relentless drive for innovation is its formidable R&D department. "Innovation is not a mere buzzword for us; it's a deeply ingrained philosophy. Our dedicated R&D team, always at the industry's cutting edge, ensures that every product, like the LUXOR, encapsulates forward-thinking and meets evolving market demands," shared Mr. Khaled Geyushi, CEO of Geyushi Automotive Industry.

The strategic collaboration with the esteemed MAN brings additional heft to the LUXOR's promise. This partnership not only enhances the product's inherent reliability but also cements Geyushi's position in the industry. "Allying with a stalwart like MAN is a clear reflection of our dedication to quality and excellence. It paves the way for mutual growth, sharing expertise, and a joint vision for a future where transportation and luxury coalesce seamlessly," remarked Geyushi Director of R&D.

Reflecting on this monumental launch, Geyushi's CEO added, "The introduction of the LUXOR is not just the unveiling of a bus. It symbolizes our growth trajectory, our persistent endeavors in championing safety, our commitment to sustainability, and above all, our relentless spirit of innovation. As tourism continues to prosper in the region, we are poised with a product that perfectly intertwines luxury, safety, and a conscience for our environment."

In conclusion, as Geyushi Automotive Industry continues to solidify its position in the market, the LUXOR Coach Bus stands as a testament to its dedication to innovation, safety, and catering to the evolving demands of the tourism sector.

**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.

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