

## **FOR IMMEDIATE RELEASE**

### **GEYUSHI AUTOMOTIVE INDUSTRY MARKS A SIGNIFICANT DEBUT AT BUSWORLD 2023 IN BRUSSELS**

*Brussels, 7<sup>th</sup> of October 2023:* Geyushi Automotive Industry, Egypt's prime manufacturer of buses and mini-buses with an impressive annual production capacity of 5,000 buses, proudly announced its first-time participation in the globally recognized Busworld 2023 exhibition in Brussels.

The journey began with a strategic factory acquisition in 2017. Over the next three years, with unwavering commitment, the facility was meticulously crafted in adherence to the highest standards of safety and industry specifications. Demonstrating resilience and vision, Geyushi began its inaugural production in the challenging year of 2020, amid the global upheaval caused by the COVID-19 pandemic.

"We are both honored and exhilarated by our debut at Busworld, an event that resonates with our goals and ambitions," commented Mr. Khaled Geyushi, CEO of Geyushi Automotive Industry. "This platform allows us to display our top-tier product range, our dedication to sustainable transit solutions, and our progressive future roadmap for the realm of transportation."

Geyushi is excited to partner with Wolf Lubricants for its showcase at BUSWORLD 2023. This collaboration emphasizes Geyushi's commitment to quality bus manufacturing, with Wolf Lubricants bolstering performance. A senior Geyushi representative shared, "Our sustainable bus range will be highlighted, and ongoing dialogues with Wolf suggest a potential future partnership."

In addition to their product showcase, Geyushi's standout research and development capabilities will be in the limelight. Attendees can look forward to a deep dive into the company's comprehensive R&D offerings, ranging from concept creation, detailed technical drawings, material and component selection, to the intricacies of prototyping and stringent testing phases.

"Our R&D department stands as a beacon of excellence, providing holistic solutions that marry local insights with global benchmarks," the CEO added.

Geyushi's mission transcends manufacturing. As a major employment catalyst in Egypt, offering over 800 direct jobs and supporting 3,500 indirect roles, their socio-economic influence is commendable.

The horizon is vast for Geyushi. "Our eyes are set on expansive terrains — targeting the Middle East and Africa for exports. The inroads we've made in these regions are a testament to our product's quality and adaptability," shared the Director of Exports.

Visitors to Busworld are cordially invited to the 'Geyushi pavilion' at [Booth/Stand Number]. They can delve into the product lineup, engage with the brand's seasoned experts, and discover potential collaboration avenues, especially tapping into Geyushi's robust R&D expertise.

**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.

