

NEWS
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LUKOIL LAUNCHES ITS PREMIUM GENESIS MOTOR OILS IN UAE

LUKOIL has launched its flagship LUKOIL GENESIS synthetic motor oils range in UAE in partnership with Al Habtoor Motors LLC.

"We see a large growth potential in the Middle East market. In order to be successful in the premium lubricants sector you need to have a portfolio of advanced products which meet the latest requirements of international automotive producers. LUKOIL GENESIS is among such top range products. At this moment, we start to produce it at our contracted plant in Dubai," said Maxim Donde, General Director of LUKOIL Lubricants Company.

LUKOIL GENESIS meets the requirements of API and ACEA international standards as well as the standards of key European, American, Japanese and Korean car manufacturers. The GENESIS range offers greater engine protection and significantly extended drain intervals.

Since the launch of partnership relations with Al Habtoor Motors LLC in 2015, LUKOIL has accounted for 2% of the UAE market, 7% of Qatar market, 3% of Bahrain and Oman markets each and 2% of Kuwait market. LUKOIL is looking to double its market shares across the region in the next three years.

For references:

Al Habtoor Motors is the exclusive distributor of Mitsubishi, Fuso, Chery, JAC, Bentley, Bugatti and McLaren in the UAE. Founded in 1983, the company is part of the diversified multi-billion dirham business conglomerate Al Habtoor Group. Al Habtoor Group has varied interests and substantial investments ranging from Engineering, Real Estate, Hotels, Leasing, Education, Publication and Automobiles.