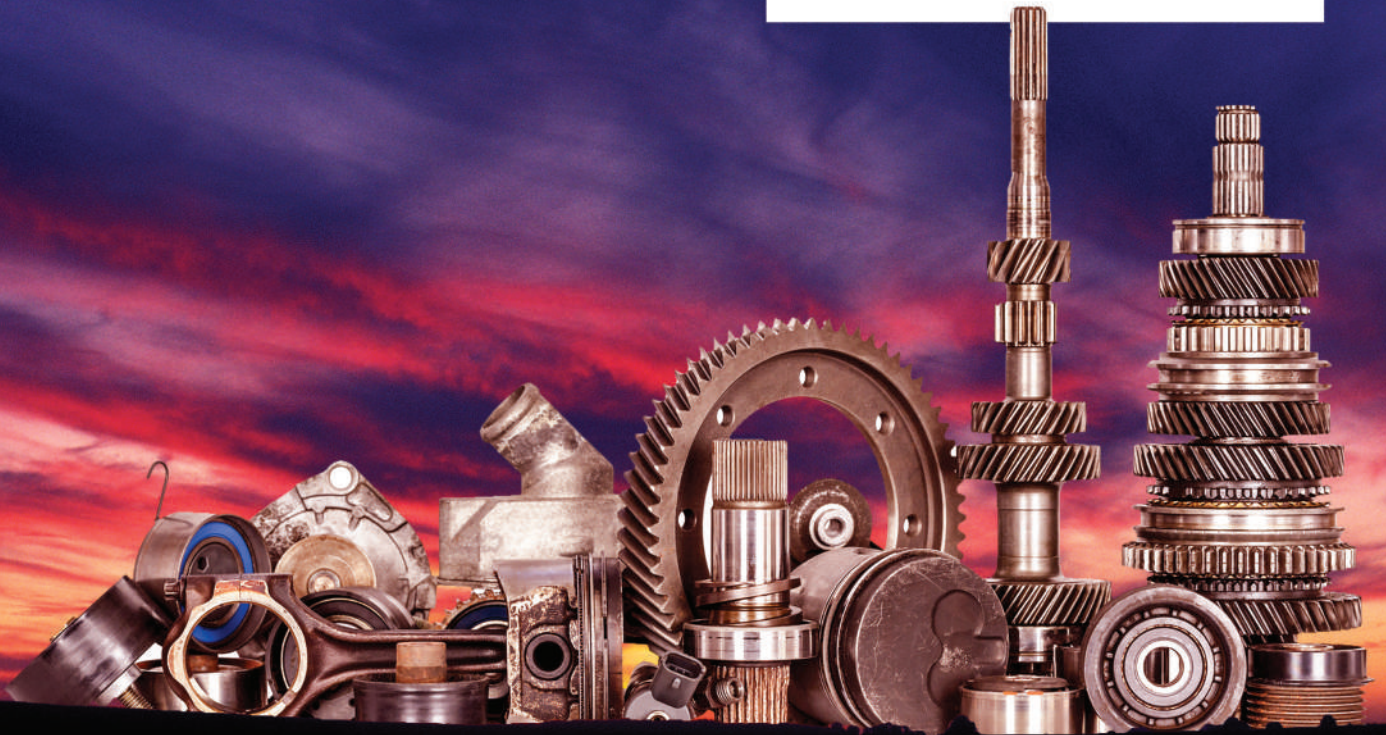


Getting to know  
Ellassal Trading  
Company



A close-up photograph of a person wearing a grey uniform, holding a large, complex metal gear assembly. The gear is made of dark metal and has several teeth. The person's hands are visible, and they are holding the gear from the sides. The background is dark and out of focus, showing other mechanical parts.

# At a Glance

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ElAssal Spare Parts is a family-owned business widely recognized in Egypt that has been a distinguished leader in heavy equipment spare parts trading for over 48 years now. The business expanded greatly to embrace a staff of 100 employees where their role is to manage above sixteen thousand product types. The company specialized in importing and distributing exclusively original parts for a wide range of tractors, generators, and after-market diesel engines to guarantee paramount reliability and efficiency.

ElAssal always strives to offer its customers top-notch products at a cost-effective

price and is a major supplier of parts to multiple reputable entities worldwide as well as government departments and agencies, and public business sector companies, to name a few: Coca-Cola, Ministry of Agriculture, Ministry of Public Works, Petrojet, and many others. As a large business entity, we constantly work relentlessly towards fulfilling our customers' needs, and we never fail to keep up with the new trends and provide world-class quality on the market to ensure the seamless performance of the machinery.

# Our Vision

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To be the first point of contact When it comes to spare parts for trucks and commercial vehicles in Egypt.

# Our Mission

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It is our mission to make our customers the foundation of our business, and strive to exceed their expectations. We are committed to providing high-quality parts, timely shipping, and expanding our product range to become a single-source supplier to our customers.

# Our Core Values

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## Professionalism

Given that ElAssal is a professional company, we never compromise our values which is the core of our reputation in the global market. We fulfill our promises by offering original and innovative products that fit the customers' needs promptly.

ElAssal company aspires to develop sustainable values that employees and customers can abide by. It is a matter of business code of conduct, where everyone is clear about the standards they should follow at work.

## Innovation

At ElAssal, our objective is to deliver breakthrough products innovatively designed to optimize the customers' machines, minimize the daily operating costs, and work smarter in whichever type of activates: paving roads or building infrastructure.

We care to evolve creative, customer-focused solutions and assist them in moving forward towards their business.

## Leadership

We look forward to smartly doing the business, and hence ElAssal management team has always been a strong highlight in sharing guiding values with their employees towards a continuing growth mindset; that is leadership. They always steer and direct the team to abide by the values of commitment, quality, and integrity.

# Why Choose ELAssal?

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1

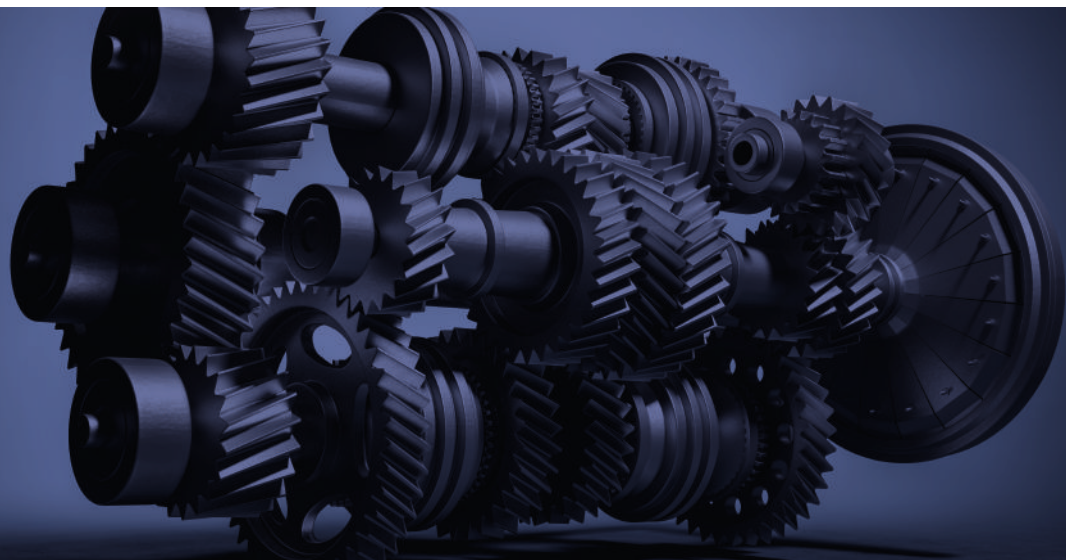
It is a one-stop store for parts and accessories for material handling, industrial and agricultural equipment.

2

Our technically skilled employees are trained to understand the unique requirements of each brand and machine.

3

We offer shipment all over Egypt, next-day delivery to all our customers (24 hrs. Max.).



# Our Clients' Portfolio

Over the years, ElAssal company succeeded to build a portfolio of customers with stout business backgrounds that mostly range from government departments and agencies, as well as public business sector companies, for example, but not limited to:



# Our Family of Brands

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EIAssal is a leading local distributor of spare parts for the industrial and agricultural markets. We supply a wide range of original equipment manufacturer (OEM) brands for Perkins, John Deere, New Holland (Ford & Fiat), Massey Ferguson, Cummins, Lamborghini, International, Deutz, UTB, JCB Parts, AGCO, IVECO, YANMAR, and MTZ, as well as specializing in aftermarket engine parts for MAHLE Group, KAWE Holland, Morel, Nural, Goetze, and Federal-Mogul. It is worth mentioning that EIAssal spare parts are the local distributors for Maxiforce, Morel, Ozgur, and Agritech.



**IVECO**



**MAHLE**



*Nural*



**KAWE**  
HOLLAND



**MAXIFORCE**  
DIESEL ENGINE PARTS



*Lamborghini*



**Perkins**



**ÖZGÜR**



# Contact us

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Showroom: 25 Orabi St., Al Tawfikeya  
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[www.lassalparts.com](http://www.lassalparts.com)



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