

AFG

· Committed to Quality ·

Company Profile

Excellence in motion, quality in parts



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Our Vision

Our vision is to become a globally renowned company for automotive parts.

Our vision

Wherever our customers are, we want to provide them with **unparalleled access to original products** and **innovative solutions** at the most competitive prices.

Our ultimate goal is to exhibit **a variety of trusted automotive solutions** in one comprehensive space.



Our mission

At El Fady Group, we have **successfully navigated a dual path.**

1



Forging strategic partnerships with industry leaders.

2



Simultaneously fostering innovation to create our own product line.

Our mission



For both of these paths, our quality assurance team ensures that every item meets **the highest standards of excellence.**

Moreover, we are in a constant process of establishing a robust network of distribution centers across the globe, complemented by **our user-friendly online platform,** to ensure that this **quality is easily accessible at your fingertips.**

Our key lines and products

A world of endless options and dimensions of spare parts for your car.

After extensive years of proven experience in car parts trade, we have been **trusted and chosen** by the **worldclass auto-parts manufacturer “JP”** to become their sole agent in Egypt.

JP is a Denmark-based company known for **top-of-the-line auto parts** that are built to last. Whether you're looking for brake pads, air filters, or any other part for your car, this Line has you covered.





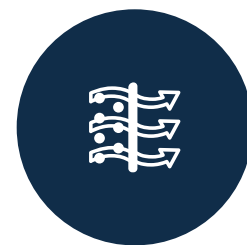
▪ Committed to Quality ▪

For the first time, we are manufacturing **our own car parts,**
the outcome of years of hard work and dedication.

AFG products are inspired by your needs and crafted by our
experienced team with precision and care to **suit a wide**
range of luxurious cars.



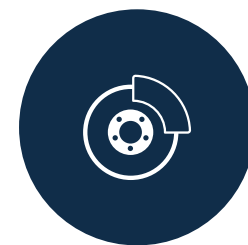
Oil filter



Air filter



Fuel filter



Brake discs



Our legacy

"Three generations, 50 years, and over 40,000 high-quality engine management products: Our story is a testament to an utter dedication to innovation,

An era of disruption (1962)

It all started with selling Fiat and Lada car parts under the name “Goodcheck”. A company that disrupted the car spare parts business with the originality of the products brought to town.

I need this from you Rami

‘A picture with the below caption’ ... “Our founder, Makram Ayoub, in front of our first distribution center, 1962 - can we create this?”

An era of expansion (1987)

A multidimensional expansion took place as we focused on German car parts, by adding Skoda, Volkswagen, and Passat products to the company's offerings. This step could not have been achieved without a renewed focus on quality and customer service.

I need this from you Rami

'A picture ... Emile and ...'??

An era of innovation (2013)

Today our products reached more than 300 centers across Egypt and Europe with one vital centre in Austria.

In the midst of a series of successes, a well-deserved milestone took place as we gained the trust of Denmark-based auto parts manufacturer JP and became their sole agent in Egypt.

A picture related to JP

Leveraging all the experience and knowledge built over the years, we became the first company in Egypt to manufacture car parts that are fit for high-end brands.

I need this from you Rami

Add a picture with this caption: “Rami Emile, TITLE, introducing the first Egyptian brake disks to the market” ???

Our promise to you

Quality

Our top priority - quality - is also our edge.

We won't let a single part sit in your car until it meets our strict quality standards.

Our quality promise is simple: **reliability, durability, and performance.**

Accessibility

Our user-friendly website and streamlined ordering process, along with a widespread network of distributors, make it simple and effortless to find the quality parts you need.

Affordability

Our top priority - quality - is also our edge.

We won't let a single part sit in your car until it meets our strict quality standards.

Our quality promise is simple: **reliability, durability, and performance.**

In Numbers

300+
distributions

2 million
parts sold worldwide

60 years
of experience

Contact us

Contact number:

Address:

Egypt address:

Austria address:

Website:

Thank you