**ABOUT US:**

New General Trade is a subsidiary sharing association company on family basis that was established on 2008 under the umbrella of the Fouad Nassar companies that started during the 1940s.

Mr. Fouad Nassar started working in the tire business in Egypt by buying and re-selling old and used tires in several Egyptian governances. By 1958, Mr. Fouad Nassar started trading and retailing in brand new tires specializing in TBB and OTR tires.

When his son, Mr. Mohamed joined the family business in 1984, a new strategy took place which aimed to expand the company’s practices in the tire business especially in importing tires and exporting to neighboring countries.

The company was able to secure exclusivity deals with a number of high quality tire manufacturers such as Nokian Tires in 1997, Apollo Tires in 2001 and Apollo International in 2004. Now New General Trade is one of the leading tire importers in the Egyptian market.

**CONTACT US:**

Headquarters: U104 B6, Capital Business Park, Sheikh Zayed City, Giza, Egypt.

Telephone Number: +20238653428

Mobile Number: +201092477791

Email: [info@ngtammar.com](mailto:info@ngtammar.com)

Ghamra Branch: 454 Port Said St. Ghamra, Cairo, Egypt.

**PRODUCTS/BRANDS:**

**OTR:**

* + Experts in selling and advising the right industrial tires for different applications such as ports and factories
  + Experts in selling and advising the right earthmoving tires for different applications such as quarries and mines
  + Supplying and distributing the following brands: Bridgestone, Triangle, NGT Advance, Armour and Ornet Tires.

**TBB/TBR:**

* Offering the best Sri Lankan bias tires from Ceat Factory: United Brand
* Selling the best innovative technology in radial tires from the following brands: Bridgestone, Pirelli, Pharos, Aeolus, Ornet and Kapsen.

**LTB/LTR:**

* Exclusively offering the famous ORNET OR707 from India and United tires from Sri Lanka
* Distributing the famous Bridgestone and Maxxis tires, in addition to, Kapsen White Side Wall tires

**PCR:**

* Expertly advising and selling the most suitable size and pattern for each car
* Distributing Bridgestone and Sumitimo in the UHP category
* Supplying economic tires from Habilead, United, GT and Kumho
* For information on price and availability in Egypt call: 0224250807

**3 Wheelers:**

* Covering the market need through offering our own “AMMAR” and “Innovative” brands from India.

**Agricultural Tires:**

* Offering the most suitable tires and patterns to help the farming processes
* Selling the latest technology and premium quality tires of Nokian, Belshina, Ornet and Armour.

**HOME:**

**A Family-Based Corporation**

**Who we are?** New General Trade is one of the pioneers and leading tire importers and distributers in Egypt since 1947.