



Auto centers

# COMPANY PROFILE 2024-2025

EXPERTS IN CAR MAINTENANCE AND TIRE INSTALLATION.  
ISO : 9001 – 2015(Quality) 45001 – 2008(H&S) 14001 – 2015(Environment)

E-mail: [superfix.ae@outlook.com](mailto:superfix.ae@outlook.com) Office: 03-7214669 Phone: 050 181 0287

Address : Al Ain - Industrial Area - AL SHAMIL BUSINESS MEN SERVICES CENTER

[www.superfix.ae](http://www.superfix.ae)





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## ABOUT COMPANY

SuperFix Group offers a wide range of essential vehicle care services certified by ADNOC and ENOC.

The group consists of four companies as follows:

- 1- Super Fix Changing & Repairing Tires.
- 2- Super Fix Auto Repair.
- 3- Super Fix Car Care.
- 4- Auto Super.

Covering (Abu Dhabi - Al Ain - Dubai - Sharjah - Ajman)





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## ABOUT COMPANY

### Super Fix Group: Leading Vehicle Care Services in the UAE Since 2007

Established in 2007 in Al Ain, Super Fix Group is a leading provider of vehicle care services across the UAE. With 17 strategically located service outlets within selected ADNOC and ENOC stations, the group offers comprehensive automotive maintenance and repair solutions. Super Fix Group's services cover a wide range of needs, including tire installation and repair, mechanical and electrical maintenance, air conditioning services, and car diagnostics. Certified by ADNOC and ENOC, the company upholds the highest standards of quality and customer satisfaction.





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## **VISION**

Our vision is to be the first choice of people throughout the UAE when it comes to vehicle service and car care. Adapt updated digital interaction with customers every day.

# **VISION AND MISSION**

## **MISSION**

Building a digital platform for quick and better understanding of our products & services. Implementing Call Center with (800) toll-free number.

# ISO CERTIFICATES

## CERTIFICATE OF REGISTRATION

This is to certify that the Management System of



### Super Fix Changing & Repairing Tyres

P.O. Box: 1814, Office No. 03, Tasheel Bldg, Hassa Bint, Mohammad St., Sanaiya, Al Ain, Abu Dhabi, United Arab Emirates.

has been assessed and registered by Gabriel Registrar as conforming to the requirements of :

### ISO 14001:2015 Environmental Management System

The Environmental Management System is applicable to :

Vehicle Maintenance Repair, Cars Additional Parts Fixing, Cleaning and Polishing Cars, Auto Electrical Repair, Tyres Changing and Repairing, Vehicle Oil Change.

[EANACE: 29/45.20]

CERTIFICATE NUMBER: 0702000282  
INITIAL CERTIFICATION DATE: 29-November-2021  
CERTIFICATE VALID TILL: 28-November-2024

1<sup>st</sup> Surveillance due before : 28-November-2022 | 2<sup>nd</sup> Surveillance due before : 28-November-2023



This certificate remains valid while the holder maintains the management system in accordance with the standards above, which will be periodically audited as per the schedule mentioned above for its Validity.  
Lack of fulfillment as set out in the certification agreement may render this certificate invalid. In the issuance of this certificate, Gabriel Registrar assumes no Liability to any party other than to the client, and then only in accordance with the agreed upon certification agreement.  
This certificate remains the property of Gabriel Registrar Certificate Issuing Services LLC and must be returned on request. Validity of this certificate may be confirmed at [www.gabrielregistrar.com](http://www.gabrielregistrar.com), directly through QR code by using any device with correct information or email to [admin@gabrielregistrar.com](mailto:admin@gabrielregistrar.com).



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### ISO 9001:2015 Quality Management System

The Quality Management System is applicable to :

Vehicle Maintenance Repair, Cars Additional Parts Fixing, Cleaning and Polishing Cars, Auto Electrical Repair, Tyres Changing and Repairing, Vehicle Oil Change.

[EANACE: 29/45.20]

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has been assessed and registered by Gabriel Registrar as conforming to the requirements of :

### ISO 45001:2018 Occupational Health and Safety Management System

The Occupational Health and Safety Management System is applicable to :

Vehicle Maintenance Repair, Cars Additional Parts Fixing, Cleaning and Polishing Cars, Auto Electrical Repair, Tyres Changing and Repairing, Vehicle Oil Change.

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*[Signature]*  
Authorized Representative

Gabriel Registrar  
Certificate Issuing Services LLC  
P.O. Box: 127273, 2<sup>nd</sup> December Street,  
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[www.gabrielregistrar.com](http://www.gabrielregistrar.com)

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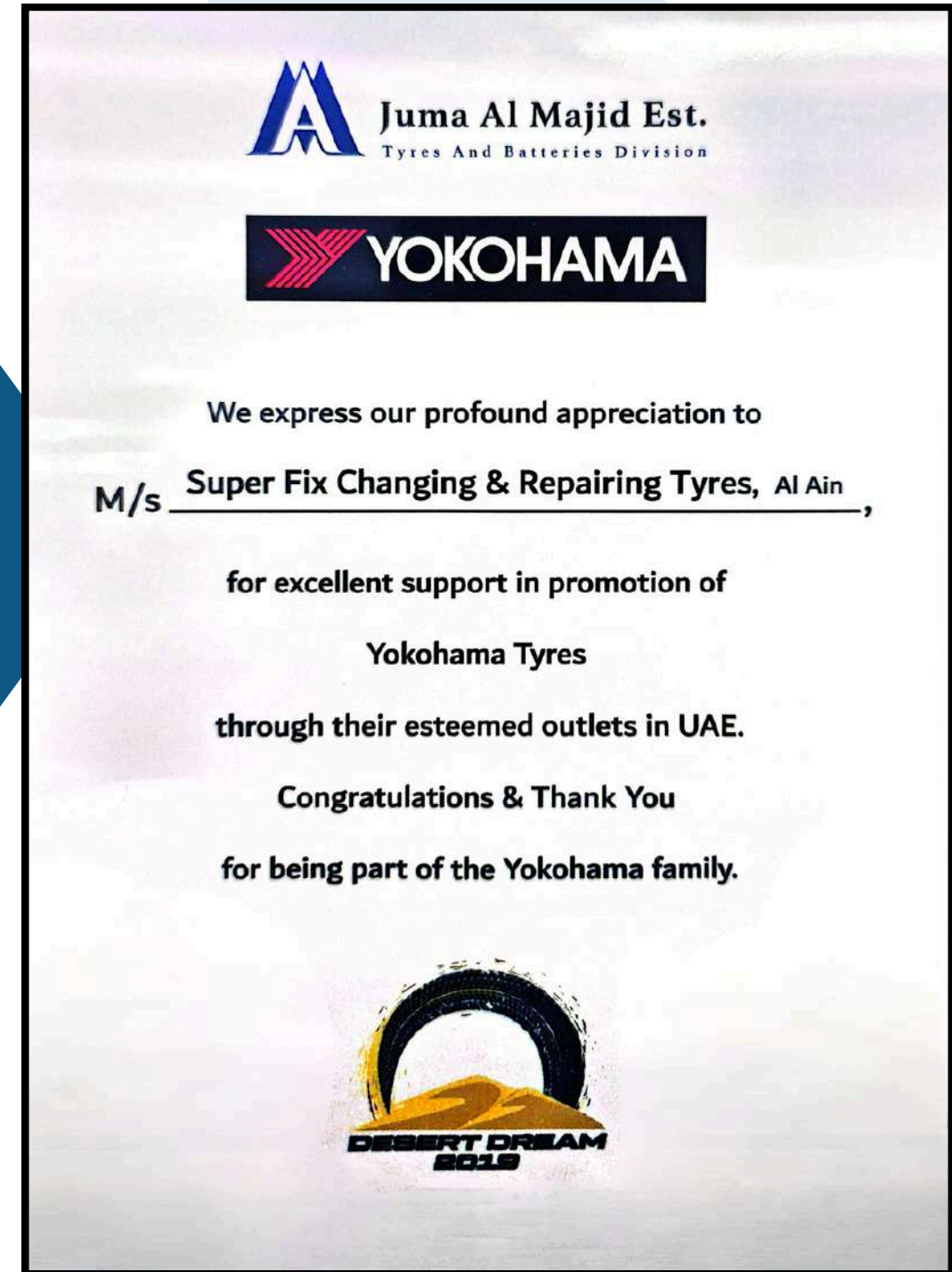
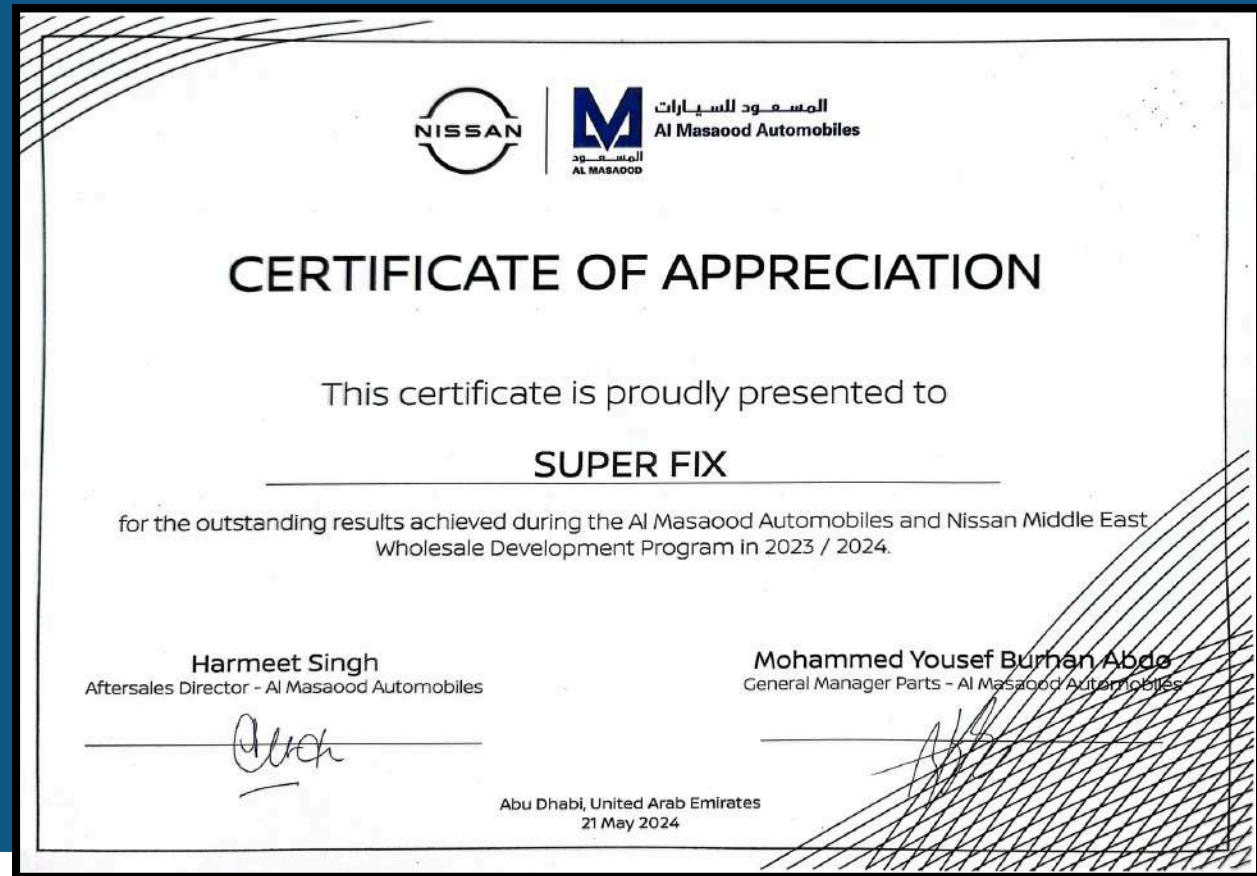


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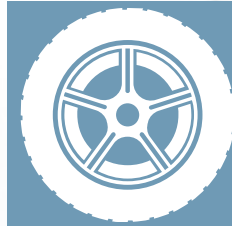
# AWARDS AND RECOGNITIONS





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# COMPANY SERVICES



**Tyre:** We offer the best tyres for your vehicle recommended by ESMA.



**Electrical:** Electrical issues are quickly and effectively diagnosed with certified diagnostic tools and scanners.



**Mechanical Services:** All minor and major services with quality and latest equipped tools and machinery from certified technicians.

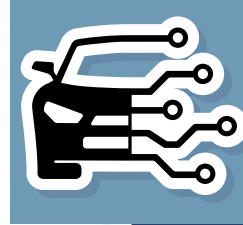
# COMPANY SERVICES



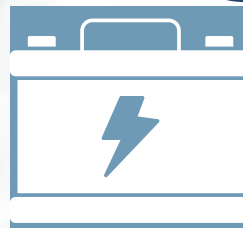
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**Air Conditioning:** Providing expert advice, examining and suggesting exact parts to replace, examining gas leaks, and refilling with necessary quantity.



**Diagnosis:** Inspection by computer, online and offline programming, resetting the different signs that appear on the dashboard screen, and providing exact errors.



**Car Battery:** We deal with the most recommended batteries for GCC weather conditions and offer a hassle-free warranty.



**Road Support:** Assistant and home pick-up and drop service are also vital services provided by SuperFix.



# TARGET MARKET



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Individuals looking for an alternative to authorized car dealers for vehicle care, particularly those with vehicles from popular brands (e.g., Toyota, Nissan, Mercedes, Audi, etc.).



Large organizations and companies requiring vehicle maintenance services for fleets, such as Etihad Airways, Abu Dhabi National Oil Company (ADNOC), Dubai Electricity and Water Authority (DEWA), First Abu Dhabi Bank (FAB), and Emirates Group.



Owners of premium and luxury brands like Bentley, Rolls-Royce, Porsche, etc., looking for specialized and trustworthy car care and maintenance solutions.



Companies with commercial fleets, such as delivery services or public organizations like Dubai Police and Masdar, that require regular and large-scale vehicle maintenance.



Residents and businesses within the geographical coverage of Super Fix Group's 17 outlets across Abu Dhabi, Dubai, and Northern Emirates.

# MARKET ANALYSIS



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## Industry Overview:

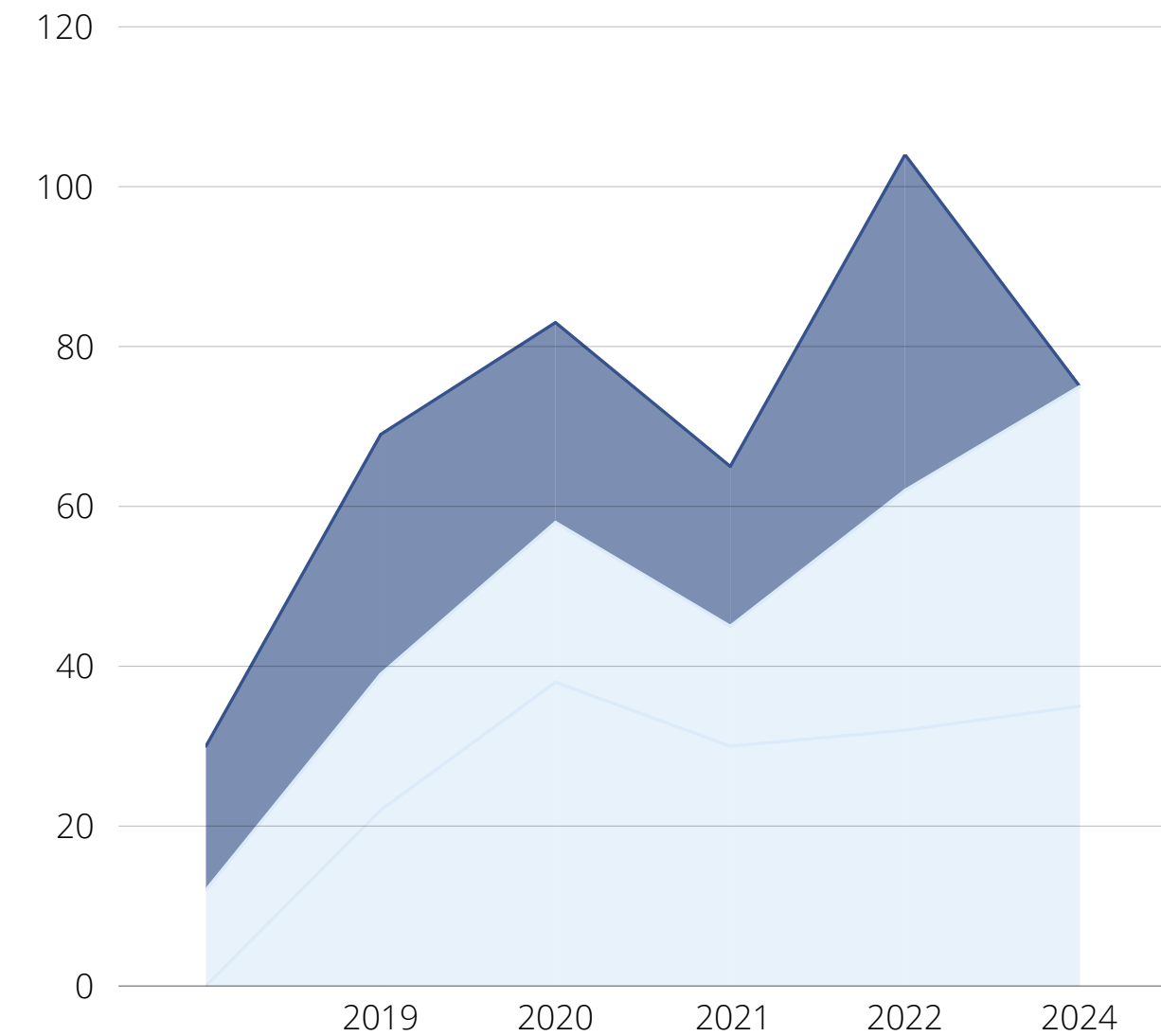
- The UAE automotive service industry is growing due to the increasing number of vehicles, especially in cities like Abu Dhabi and Dubai. There is high demand for quality maintenance services, driven by a rising population, higher income levels, and a preference for luxury vehicles.

## Target Market Segments:

- Private Vehicle Owners: Middle- to high-income individuals seeking fast and efficient vehicle maintenance and repair services.
- Corporate Clients: Companies with vehicle fleets, such as ADNOC, DEWA, and Dubai Police, requiring regular maintenance.
- Luxury Car Owners: Owners of high-end brands (e.g., Bentley, Rolls-Royce) in need of specialized care.

## Market Trends:

- Growing demand for certified, reliable, and fast vehicle care services, especially for luxury and fleet vehicles





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# COMPANY STRATEGIES

## Expansion and Accessibility

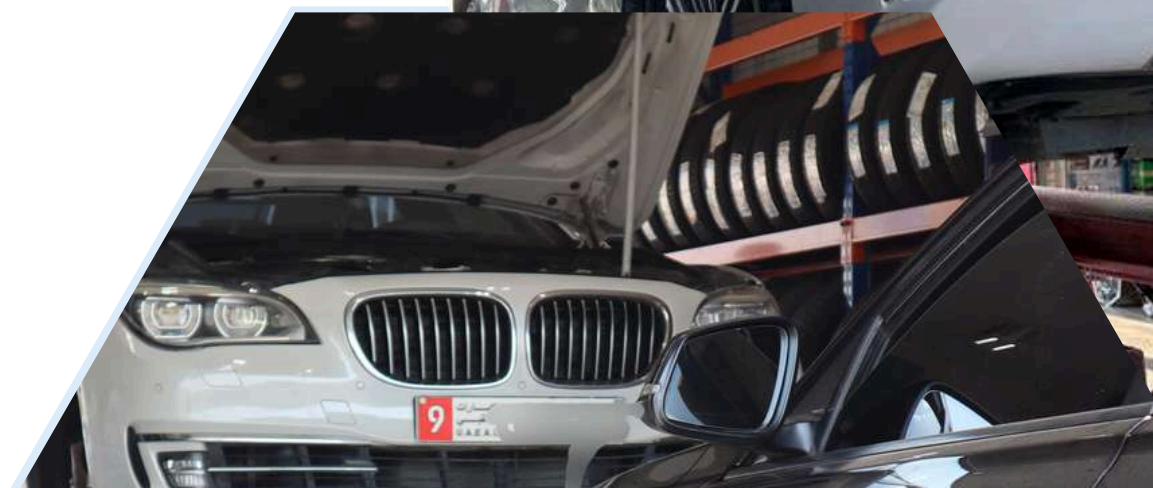
Increase the number of service outlets across the UAE, focusing on strategic locations like ADNOC and ENOC stations for greater convenience.

## Customer Satisfaction

Maintain high customer satisfaction through personalized services, pre-booking systems, and using certified parts with warranties to build trust and loyalty.

## Targeting Institutional Clients

Strengthen relationships with corporate clients like ADNOC and Etihad Airways by offering tailored maintenance agreements and fleet management services





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# PREMIUM CLIENTS

- Etihad Airways
- Abu Dhabi National Oil Company (ADNOC)
- Dubai Electricity and Water Authority (DEWA)
- First Abu Dhabi Bank (FAB)
- Emirates Group
- Mubadala Investment Company
- Dubai Police
- Aldar Properties
- Masdar
- Abu Dhabi Health Services (SEHA)

**We stock multinational brand parts, tyres, and batteries:**

1. **Japan Brands** (TOYOTA, NISSAN, LEXUS, HONDA).
2. **German Brands** (MERCEDES, AUDI, PORSCHE).
3. **American Brands** (FORD, GMC, CHEVROLET).
4. **Luxury Brands** (BENTLEY, ROLLS-ROYCE).
5. **Tyre** Bridgestone, Yokohama, Dunlop, Continental, Pirelli, Michelin, Toyo, Goodyear, Maxxis, etc.
6. **Batteries** such as: ACDelco, Panasonic, Varta, Amaron, and Palma, etc.





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# OUR BRANCHES

**2016**

2- Mazyad - Al Ain

**2018**

5- Al Deyafa - Ajman  
6- Baniyas - Abu Dhabi  
7- Al Khaleej Al Arabi - Abu Dhabi

**2020**

9- Zakher - Al Ain  
10- Al Samha 1 - Abu Dhabi  
11- Al Qusais - Dubai

**2024**

16- Shabiyat Al Maqam - Al Ain  
17- Ain Al Faidah - Al Ain

**2007**

1 - Industrial area- Al Ain

**2017**

3- Umm Ghafa - Al Ain  
4- Al Hili - Al Ain

**2019**

8- Al Bahya - Abu Dhabi

**2021**

12- Al Matar - Sharjah  
13- Al Mahasker - Sharjah  
14- Yas - Abu Dhabi  
15- Al Samha 2 - Abu Dhabi

# ABU DHABI

- ◆ Al Samha Rest Area (South-West) ADNOC Station .
- ◆ Al Samha Rest Area (South-East) ADNOC Station .
- ◆ Yas North – Adnoc Station – Yas Island .
- ◆ Al Dar – East Baniyas ADNOC station .
- ◆ Al Bahya Adnoc Station – Al Bhaya .
- ◆ Al Khaleej Al arabi ADNOC station .



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# AL AIN

- ◆ Shabiyat Al Maqam ADNOC station – Al Ain City.
- ◆ Al Hili Mesbah ADNOC station – Al Ain City.
- ◆ Ain Al Faidah ADNOC station – Al Ain City.
- ◆ Umm Ghafa ADNOC station – Al Ain City.
- ◆ Al Zakher ADNOC station – Al Ain City.
- ◆ Al Khrair ADNOC station – Al Ain City.



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# DUBAI

- ◆ Al Qusis – Al Bustan Center – Eppco Station #64.

# AJMAN

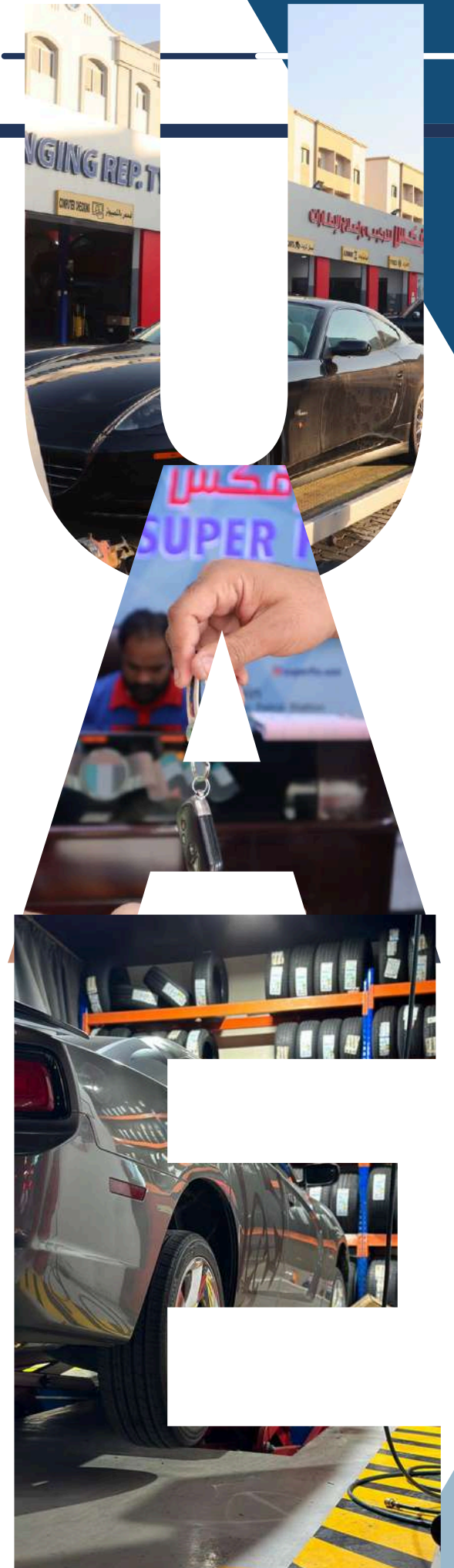
- ◆ Al Deyafa ADNOC station – Ajman City.

# SHARJAH

- ◆ Al Matar – ADNOC station – Sharjah Airport Road.
- ◆ Al Mahasker –ADNOC station –Al Zahia Citycenter.



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# OUR LEADERSHIP TEAM



**Mousa Abu Taha**

PARTNER AND FOUNDER

Represents the company's Chief Financial Officer (CFO).



**Naveed Ahmed**

PARTNER AND FOUNDER

Represents the company's Chief Executive Officer (CEO)



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# FUTURE PLANS

1. Expansion of Service Outlets: Continue expanding the number of service centers across the UAE, particularly in high-demand locations within ADNOC and ENOC stations.
2. Digital Transformation: Implement a digital platform to enhance customer experience through online booking, real-time service updates, and payment options, alongside a toll-free call center for customer support.
3. Sustainability Initiatives: Focus on environmentally friendly practices, such as proper disposal of materials and adopting more sustainable technologies in vehicle maintenance





## CONTACT US



Coming together is a beginning, staying together is progress, and working together is success. The strength of the team is each individual member, and the strength of each member is the team."

**- HENRY FORD**



+971 50 181 0287



[www.superfix.ae](http://www.superfix.ae)



[info@superfix.ae](mailto:info@superfix.ae)



**Address : Al Ain - Industrial  
Area - AL SHAMIL BUSINESS MEN  
SERVICES CENTER**





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# THANK YOU

## 2024-2025

EXPERTS IN CAR MAINTENANCE AND TIRE INSTALLATION.

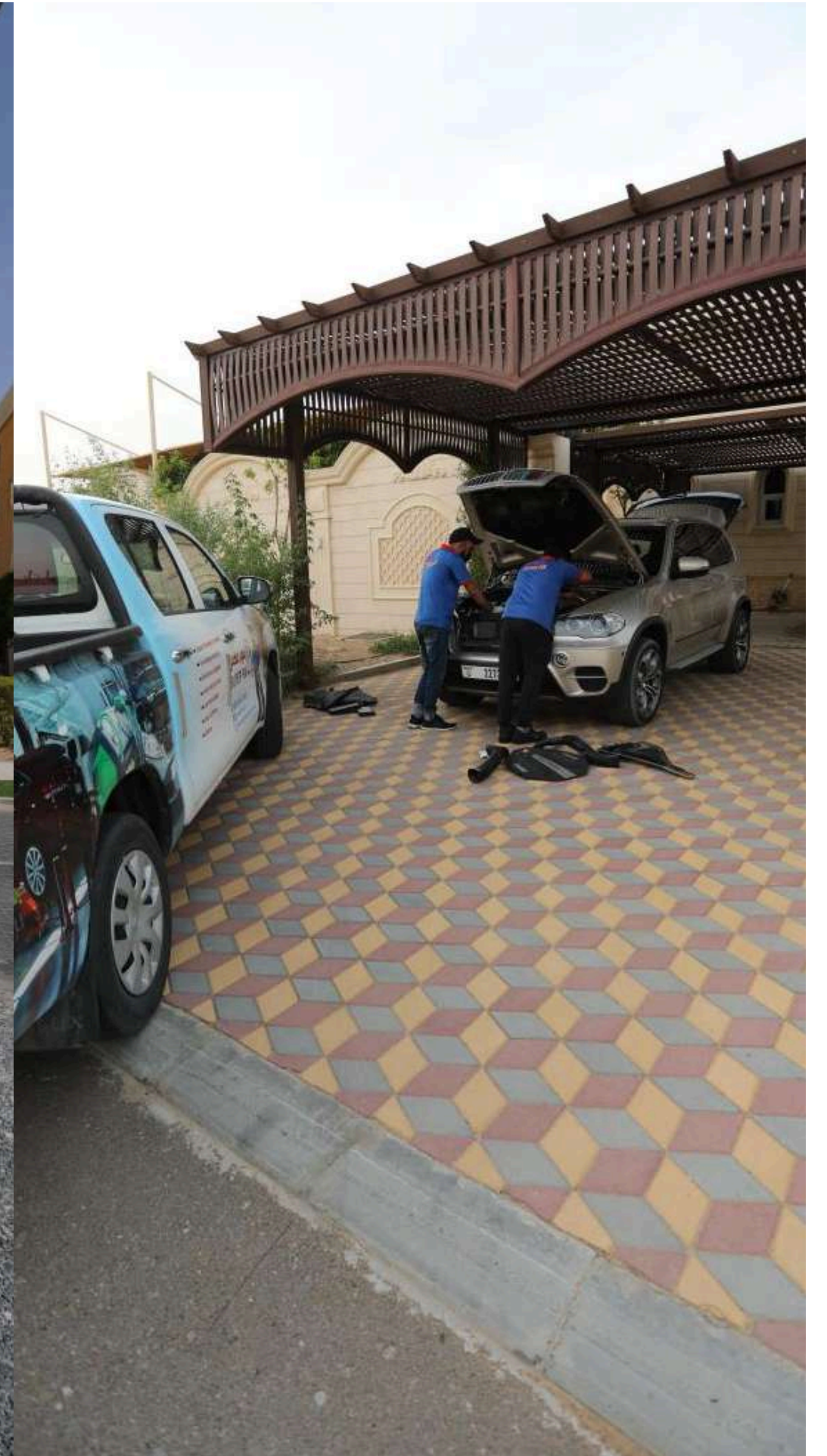
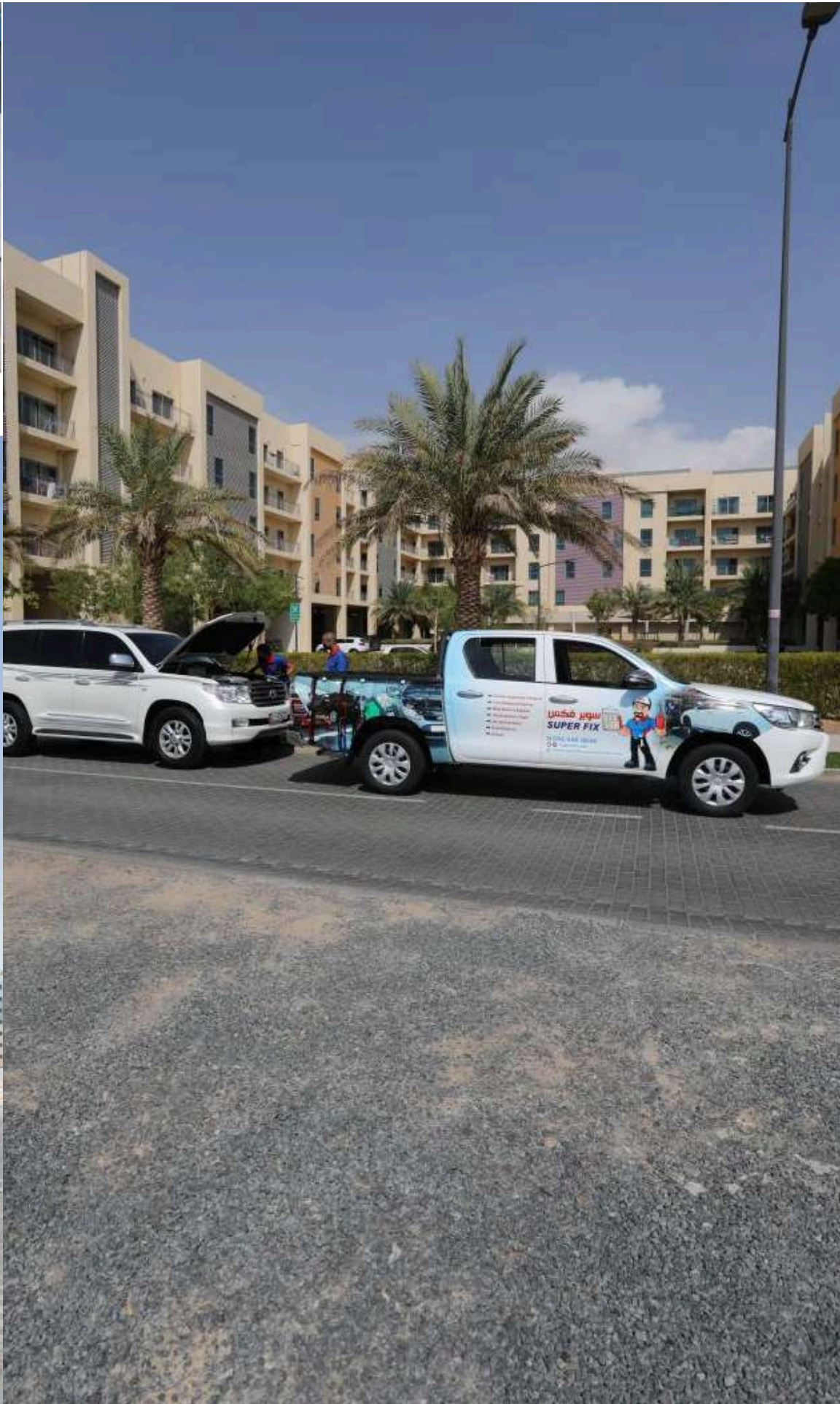
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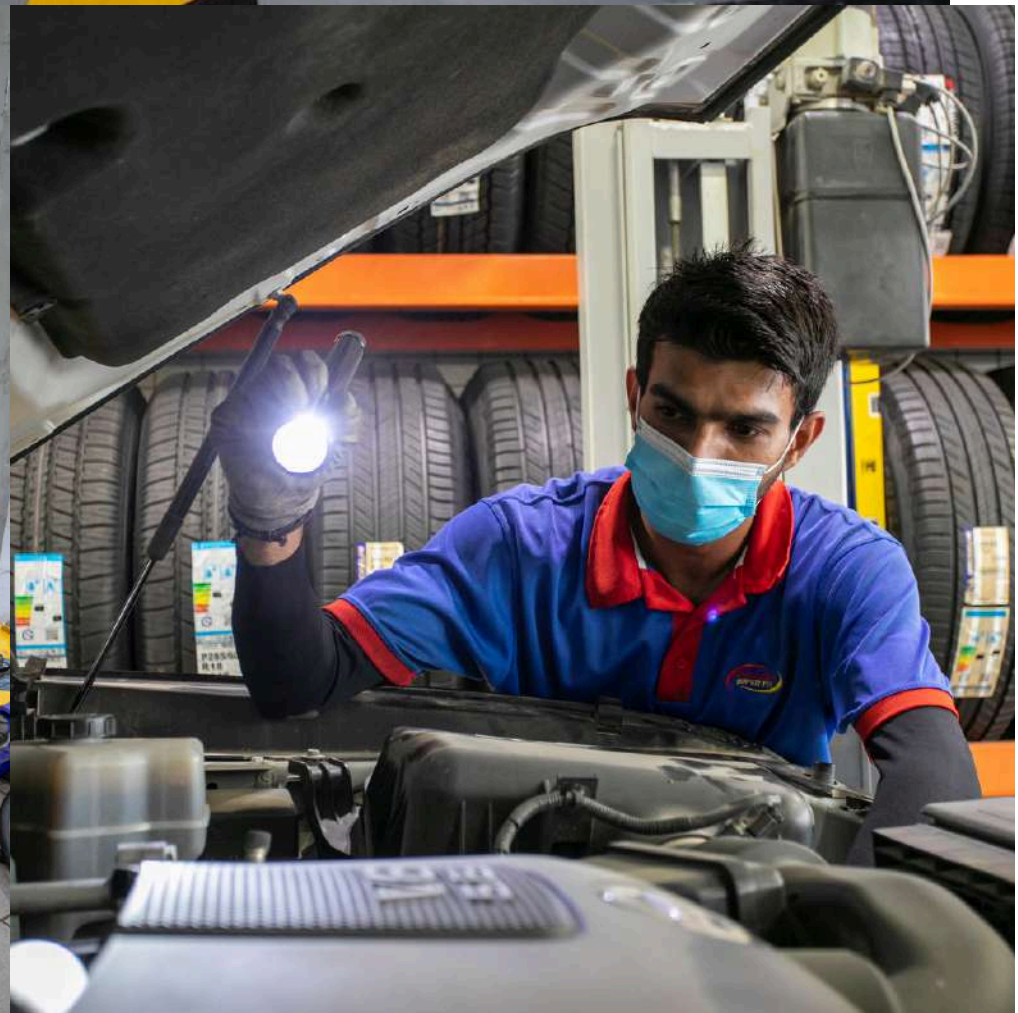
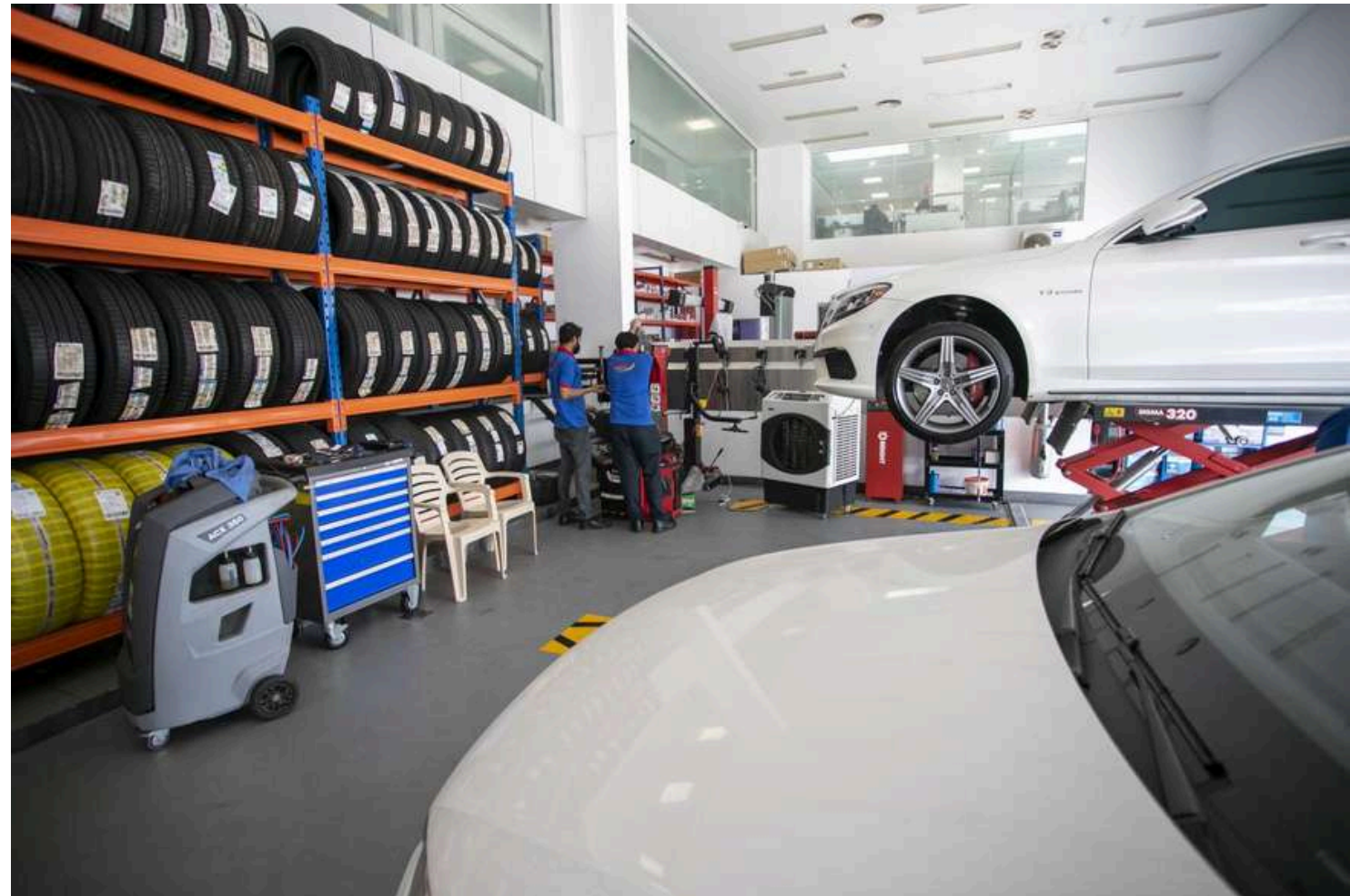
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# SUPER FIX

“NOT JUST A  
COMPANY, IT  
IS A FIREWALL  
TO KEEP YOUR  
LIFE SAFE.”

