



Nasco Automotive
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 Nasco Automotive

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AS WE HIT
THE ROAD...

Since



It all started with the late Mr. Nicola Abu Khader's robust vision to unlock his business potential and expand regionally and globally. Nasco Automotive was founded in Amman, Jordan in 1949 to provide unmatched, innovative and dynamic automotive solutions.

Nasco's humble beginning soon transformed into a catalyst for achieving significant, industry-changing successes. It is now considered one of the region's oldest and largest automotive aftermarket pioneers. Today, with hundreds of staff members on board, Nasco Automotive stands as a multinational organization spanning over seven countries, namely **Jordan, UAE, KSA, Egypt, Iraq, Lebanon and Palestine**, with further expansion plans underway. It is currently divided into five main Strategic Business Units, which are Spare Parts (passenger and commercial), Tires, Lubricants & Additives, Batteries and Car Audio.

Nasco Automotive is the core of the Abu Khader Group, currently being run by second generation Chairman Mr. George Abu Khader and third generation CEO Mr. Nicola Abu Khader. Abu Khader Group has diversified its business, growing into several new ventures including but not limited to automotive battery manufacturing, leasing, public transportation, car rental, gas stations, fuel distribution, education, and real estate development. However, its deep-rooted heritage and experience in the automotive aftermarket industry are indicative of its reliability, credibility and trustworthiness.



WHAT LEADS THE WAY

Vision

"To set standards in all industries we operate in."

Mission

"To be a customer driven group living by our values."

Core Values

- Going the extra mile in everything we do
- Challenging the status quo
- Leaving customers with a "wow" effect
- With a family spirit, together we achieve more
- Be humble

DRIVEN BY...



Company Expertise

By gaining worldwide recognition with its state-of-the-art technologies and innovative strategies, Nasco Automotive, a group of its own, is the largest and oldest member of the Abu Khader Group of companies. Its backbone is dependent on its highly experienced professionals who understand customers' needs and offer them the best solutions.

Customer Centricity

Nasco boasts a large, international-client portfolio and a comprehensive strategy that have set it as a trusted representative and distributor offering complete automotive solutions for all vehicle types from different countries such as Europe, Turkey, Japan, North and South America, South Korea and the Far East.

Milestones

By adhering to the highest quality standards, Nasco Automotive operates according to a growth strategy and international recognition. In 2013, it became a founding member and shareholder of Nexus Automotive International, the world's fifth automotive aftermarket buying group based in Geneva, Switzerland.

MEMBER OF
N! | NEXUS
THE AUTOMOTIVE AFTERMARKET COMPANY

Nexus Automotive consists of 10 shareholder members and 10 partners from across Europe, Russia, and Turkey with a combined turnover of 3 billion Euros as of 2015.

Nasco is proud to be a founding member in Nexus Automotive and is represented in the board of directors and in the central sourcing committee



WHATEVER THE VEHICLE NEEDS

Nasco Automotive is defined by its complete automotive solutions, offering a comprehensive range of spare parts for all vehicle types in addition to vehicle accessories and add-ons.

SPARE PARTS | ALL REPLACEABLE

Whatever your type of vehicle, and no matter the part you need, Nasco has got you covered. Whether mechanical, electrical or quick service, Nasco's portfolio of brands is among the largest in the region, catering to the needs of the full spectrum of vehicle applications from passenger cars to commercial vehicles of all models and origins.

TIRES | ROLLING THE WHEELS OF YOUR EVERY DAY

It is not just about moving; it is about going forward all confident of your vehicle's tire quality. Nasco Automotive covers a complete range of tires including passenger cars, light trucks, heavy trucks, agricultural, earth movers (OTR) and industrial (forklift) tires to meet all customers' demands.

LUBRICANTS & ADDITIVES | FOR A SMOOTHER RIDE

The quality of a vehicle's fluids says a lot about its condition. Thus, Nasco Automotive holds several brands of high quality lubricants and additives for a wide variety of applications including engine oils, transmission oils, industrial fluids, greases, coolants and functional fluids.

BATTERIES | KEEPING THE MOTOR RUNNING

Nasco Automotive delivers only the best in the automotive world. In addition to the conventional dry-charge batteries manufactured in Jordan under license from Hoppecke in Germany, Nasco imports and distributes several brands of high quality dry-charged and maintenance-free batteries for all types and sizes of passenger cars, as well as light and heavy duty trucks imported from different countries around the world.

Nasco Automotive takes pride in having its battery manufacturing awarded the 2013 Quality Mark from the Jordan Institute of Standards and Metrology.

CAR AUDIO | THE SOUND OF QUALITY

Let the best sound quality accompany you along the way. When thinking car audio, you think of Kenwood, JVC and PIONEER. Hence, Nasco offers a complete range of premium single and double DIN receiver units speakers, amplifiers, subwoofers, tweeters and accessories.

OUR EXCLUSIVE BRANDS



SK
SK AUTOTECHNIK GmbH

PREMIUM DISC BRAKE PADS

25 Years of Expertise for European Passenger & Commercial Vehicles

This advertisement for SK Autotechnik GmbH features a large white commercial truck and a silver sedan in the background. In the foreground, various automotive parts are displayed, including a brake disc, a brake pad, a turbocharger, and a suspension component. The SK logo is prominently displayed in the top left corner, and the text 'SK AUTOTECHNIK GmbH' is below it. A box labeled 'PREMIUM DISC BRAKE PADS' is also visible. The bottom of the image features a large '25' followed by the text 'Years of Expertise for European Passenger & Commercial Vehicles'.



KHC
HI-PERFORMANCE

Wide Range of Spare Parts for Korean Vehicles

This advertisement for KHC features a dark blue SUV in the background. In the foreground, various automotive parts are displayed, including a brake disc, a brake pad, a suspension component, and a filter. The KHC logo is prominently displayed in the top left corner, with 'HI-PERFORMANCE' written below it. The bottom of the image features the text 'Wide Range of Spare Parts for Korean Vehicles'.

OUR **EXCLUSIVE BRANDS**



JUPITER
Heavy Duty Calcium CMF Batteries

The advertisement features a Jupiter battery in the upper left, with a white circular highlight. Below it, a blue sports car and a blue semi-truck are shown driving on a road at sunset. The background is a dramatic sky with clouds and a bright sun.



ProFriction
Engineered for Safety

Complete Brake Pad & Brake Disc Solutions
for All Commercial and Passenger Vehicles

The advertisement shows a blue semi-truck and a silver car on a road at night. In the background, there is a large industrial facility with cranes and containers. The text is overlaid on the image.

OUR SPARE PARTS PARTNERS



OUR TIRES PARTNERS



OUR LUBRICANTS & ADDITIVES PARTNERS



OUR BATTERIES PARTNERS



OUR CAR AUDIO PARTNERS





AFTERMARKET SERVICE THAT STANDS OUT

SERVICE CENTER

As the technological revolution has hit the automotive world, it has pushed the accelerator of customers' lives. And to slow down its pace and simplify their automotive experience, Nasco has put together the best of its expertise for their customers to satisfy their different needs.

With a wider range of products that are more complicated, sensitive and technology driven, customers seek high-quality service provided by a professional team at competitive prices, which is not always found in dealerships or independent shops.

Nasco Service Center provides customers with state-of-the-art diagnostic and repair systems, highly skilled service technicians, and most importantly, good value for money.

As part of the Nasco Automotive group, and located in West Amman, Nasco Service Center is a startup that offers car owners, corporate companies, and fleets a full scope of services, from light and medium lubricant jobs to battery and tire services.

With fierce competition in the auto-repair market, Nasco Service Center stands out by:

- Providing high-end service quality for all brands and models at competitive prices.
- Offering faster job turnarounds with generally all of the needed parts in stock and on location.
- Having 14 bays at the location, which offers incredible value to customers who need their cars fixed within a short timeframe.
- Offering shuttle services for repair customers, making the entire service experience as easy and convenient as possible.

Driven by high standards, trustworthiness and transparency, Nasco Service Center will attract and retain its customer base by providing the highest quality services that cater to all their needs. These services include periodic maintenance, mechanical repairs, electrical repairs including NC repairs, hybrid repairs, engine and electrical diagnosis, as well as wheel services and wheel alignment.

ALL ROADS LEAD TO NASCO

● JORDAN



Nicola Abu Khader & Sons Co. Ltd.

HEAD OFFICE

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BRANCHES

Yarmouk Branch
Bayader 1 Branch
Bayader 2 Branch (Tires)
Aqaba Branch

FREE ZONE ESTABLISHMENTS

Zerka Free Zone
Nasco Automotive Co.
(Free Zones)
Khaou St.
P.O. Box 43, Zerka Free Zone, Zerka
13134, Jordan

Aqaba Special Economic Zone Nasco
Automotive FZE
Aqaba Special Economic Zone

Nasco Service Center

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● UAE



Nasco Automotive FZE

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BRANCHES

Sharja industrial area no 4, behind al
Wahda St. Shop no 2
Tel: +971 564 112 966
Musaffah Branch

● KSA



Nasco Automotive KSA

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● EGYPT



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● IRAQ



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● LEBANON



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● PALESTINE



Palestine Motors Company

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PASS BY...
IT IS A TWO-WAY STREET

