

## Hitachi Astemo Aftermarket Germany GmbH partners with Gulf Worldwide Distribution to expand TOKICO presence in the UAE, GCC, and Africa



Left to right: Nishant Vora (Co-Founder & Executive Director, Gulf Worldwide Distribution FZE), Daniel Labahn (Managing Director, Hitachi Astemo Aftermarket Germany GmbH), Mithun Vora (Co-Founder & Executive Director, Gulf Worldwide Distribution FZE), Patrick Freier (Sales Director EMEA, Hitachi Astemo Aftermarket Germany GmbH)

**Dubai, December 9, 2024** – Hitachi Astemo Aftermarket Germany GmbH (hereafter “Astemo Aftermarket Germany”), a subsidiary of Hitachi Astemo, Ltd. (hereafter “Astemo”) is pleased to announce a new partnership with Gulf Worldwide Distribution FZE (hereafter GWD), one of the largest authorized distributors of automotive and industrial products in the United Arab Emirates (UAE). GWD is a well-established distributor of leading brands, currently operating across 15 office locations, serving over 1,000 customers throughout the UAE, the entire Gulf Cooperation Council (GCC) region, and part of Africa.

This new strategic collaboration will see GWD initially becoming an official distributor and stockist for Hitachi Astemo’s iconic TOKICO brand of shock absorbers through Astemo Aftermarket Germany. Additional products from Astemo’s extensive aftermarket portfolio will follow in the near future. This partnership will significantly enhance the availability of TOKICO products within the UAE and GCC regions and also create new opportunities across the African continent.

By expanding its distribution channels, Astemo aims to strengthen its presence in key markets and improve local access to high-quality replacement parts for automotive manufacturers and dealers through Astemo Aftermarket Germany. With GWD’s established market position and extensive network, the company will play a key role in reinforcing the Astemo’s brand and ensuring the availability of premium products in these target regions.

Patrick Freier, Sales Director EMEA at Astemo Aftermarket Germany, commented: “This partnership with GWD is a pivotal step in our strategy to increase our footprint in the UAE, GCC, and Africa. It ensures that customers in these regions have reliable access to the quality and innovation that TOKICO products represent.”

This partnership not only strengthens Astemo Aftermarket Germany’s position in the automotive aftermarket sector but also contributes to improved customer satisfaction by

ensuring an efficient and reliable supply of high-quality products. It marks an important step in deepening business relationships throughout the region and unlocking new growth opportunities.

### **About Hitachi Astemo**

Hitachi Astemo, headquartered in Tokyo, Japan, is a joint venture between Hitachi, Ltd., Honda Motor Co., and JIC Capital, Ltd. With 80,000 employees worldwide and operations in Americas, Asia, China, Europe and Japan, the company is a global mega-supplier in the automotive industry. The Electric Business Division, Chassis & ICE Business Division, and Motorcycle Business Division are engaged in the development, manufacture, sales, and service of automotive parts as well as transportation and industrial machinery and systems. Hitachi Astemo is committed to creating a sustainable society and delivering enhanced corporate value.

For more information, visit: [www.hitachiastemo.com](http://www.hitachiastemo.com)

### **Hitachi Astemo Aftermarket Germany GmbH**

Hitachi Astemo Aftermarket Germany GmbH is one of the leading partners for electrical and electronic parts in the automotive and motorcycle aftermarket. The constantly growing portfolio includes products from the fields of electronics, shock absorbers, fuel delivery, steering, engine management and sensor technology. The regional competence center in Espelkamp is responsible for the development, production, sales and logistics of Hitachi Astemo's aftermarket activities for the EMEA region.

### **Gulf Worldwide Distribution FZE (GWD)**

Gulf Worldwide Distribution FZE (GWD) is the leading distributor of automotive and industrial products and services in the Middle East and Africa region. The foundation of growth is driven by a dual philosophy of "Excellence in Automotive and Industrial Solutions" and "Partners in Progress." Since 1969, GWD has collaborated with global automotive component manufacturers from Japan and Europe. GWD's large distribution network across the Middle East, GCC, and Africa is bolstered by 15 regional offices and multiple warehouses, offering a localized approach that connects over 1,000 partners with high-quality products and support.

In June 2024, GWD opened a square-foot global headquarters in Dubai's Jebel Ali Free Zone, significantly increasing their distribution center capacity to over 100,000 sq. ft. and reinforcing its commitment to innovation and enhancing logistics capability. As one of the fastest-growing hubs in the aftermarket automotive industry, GWD aims to lead with a comprehensive product range, an experienced team, unmatched logistics services, and a technology- and data-driven approach, positioning itself as the ultimate choice for its valued customers.

For more information, visit: [www.gulfworldwide.net](http://www.gulfworldwide.net)