



Total Marketing Middle East



Press Release

Total Marketing Middle East partners Open Bonnet to further enhance consumer experience

Dubai, May 26, 2021 - Total Marketing Middle East (TMME), a leading lubricant company in the GCC region and an affiliate of Total, a broad energy company, has signed a Memorandum of Understanding (MoU) with Open Bonnet. Based in the United Arab Emirates, Open Bonnet is an aftermarket Online to Offline (O2O) cloud-based auto services and products platform company, offering 360-degree services to car owners operating in the GCC.

The MoU spans the entire digital value chain whereby TMME and Open Bonnet shall seek opportunities to collaborate in the auto aftermarket segment. The two companies share the same vision: customer satisfaction as a priority. Together, they will achieve this by offering customers with transparency and an optimized digital journey.

The Open Bonnet platform offers a marketplace that allows car owners to choose & connect with one of its 70+ verified workshop partners through an end-to-end digital experience. TOTAL is the preferred lubricant partner on Open Bonnet with a listing of more than 25 TOTAL authorized service centers. This partnership ensures quality, trust and convenience to end customers.

The MoU was signed in the presence of Karine Singh, Managing Director of TMME, and Gaurav Sharma and Maninder Singh, Co-Founders of Open Bonnet.

Karine Singh said: "We are delighted to partner with Open Bonnet to create value and be closer with our end-customers, while expanding our e-commerce presence in the region. Through Open Bonnet's platform, customers will be able to choose Total Lubricants seamlessly from online purchase to booking a choice workshop."

Speaking on the occasion, Gaurav Sharma said, "Technology is a powerful enabler to answer some of the age-old inefficiencies and pain points that exist in the auto after-sales experience. We have attempted to bring standardization, transparency and convenience for car owners as well as workshops. - through Open Bonnet, the only Democratic Marketplace Enabled Workshop Automation Platform in the region. In our aim to provide the highest quality services with focus on simplifying the experience, we are excited to associate with Total Lubrificants and

plan to create convenient digital journeys that benefit the consumer experience while buying their trusted car lubricant brand - TOTAL QUARTZ."

About Open Bonnet

Open Bonnet is a privately owned technology company setup in Dubai based Freezone and it launched its proprietary platform in UAE in late 2019. It acts as an aggregator for auto aftermarket service providers & distributors/ manufacturers of consumables by connecting them to car owners in a quality-controlled environment enabled on web & app. Open Bonnet was Awarded as the “Best Passenger Vehicle Service Enabling Technology 2019” by Frost & Sullivan and has created several strong use-case enabled partnerships in its short period of growth. www.openbonnet.com

About Total Marketing Middle East

Total Marketing Middle East (TMME) is a fully owned subsidiary of Total based in Dubai. It is active in manufacturing and marketing of the entire range of automotive, industrial, marine lubricants & greases in the entire Middle East and Central Asian regions. It markets also aviation fuels, special fuels and special additives to clean and enhance the performance of your engines. TMME is committed to the highest standards of quality, safety, health and environment. Its mission is to provide the latest technology and highest services to the customers. www.me.total.com.

About the Marketing & Services division of Total

Total's Marketing & Services business segment offers its professional and private customers a wide range of broad energy products and services—petroleum products, biofuels, charging and related services for electric vehicles, gas for road and maritime transportation—to support them in their mobility and help them reduce their carbon footprint. Every day, over 8 million customers visit our 16,000 service-stations all over the world. As the world's number four in lubricants, we design and sell high-performance products for the automotive, industrial and maritime sectors. And to provide the best response to the needs of our B2B customers, we deploy our sales forces, our international logistics network and our diverse offering. We operate in 107 countries, where our 31,000 employees stand close to all of our customers.

About Total

Total is a broad energy company that produces and markets fuels, natural gas and electricity. Our 100,000 employees are committed to better energy that is more affordable, more reliable, cleaner and accessible to as many people as possible. Active in more than 130 countries, our ambition is to become the responsible energy major.

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