



GEYUSHI

GEYUSHI BUSWORLD 2025 – PRESS KIT

1. Press Release (Narrative)

CHAPTER 1 – OUR STORY BEGINS

The story of Geyushi is not just about buses and engines—it is a century-long journey of mobility, trust, and transformation.

It began in the early 1900s, when the Geyushi family established a trading warehouse on the banks of the Nile in Cairo. At a time when the river was still Egypt's lifeline, dried crops from Upper Egypt were shipped by boat, stored in our warehouse, and distributed to Cairo's retailers. That historic site is still remembered as "the Shore", a symbol of our humble origins.

By the 1960s, under the leadership of Mr. Mohy Geyushi, the family embraced the era of combustion engines. He introduced trucks to the Egyptian market and pioneered a financing model that let customers pay over three years—decades before such innovation became standard. This not only expanded mobility but also built one of Egypt's most trusted customer networks.

The 1990s brought the third generation, who expanded into passenger cars and raised the bar for after-sales service. Geyushi quickly became a household name, known for trust, reliability, and customer care.

CHAPTER 2 – ENTERING THE BUS INDUSTRY

Identifying a gap in Egypt's mobility market, Geyushi entered the bus sector. We acquired and revived a European-standard factory in Tenth of Ramadan City that had stood idle for seven years. Even before production began, customers placed orders for buses they had never seen—testament to decades of trust.

From this foundation, we developed a wide portfolio of bus models—coaches, city buses, midi and mini buses—crafted for both local and international markets. Soon, our credibility extended abroad, with contracts concluded in record time and collaborations with top global players.

CHAPTER 3 – INNOVATION & SUSTAINABILITY

Our philosophy is simple: mobility must shape a greener tomorrow.

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- Geyushi led the world's largest retrofitting project, converting 2,262 Euro 3 diesel engines into Euro 5 CNG under the directive of President Abdel Fattah El-Sisi, cutting emissions and costs.
- We won the World Bank tender for 100 fully electric city buses (Eco series), one of the region's largest EV bus deployments, placing us at the heart of Egypt's sustainability drive.
- We developed bespoke transport solutions, from airline crew vehicles to custom-built right-hand drive coaches for Ireland, showing our agility to serve diverse global markets.

CHAPTER 4 – GLOBAL PARTNERSHIPS & RECOGNITION

Geyushi's reputation has made us a trusted partner of world-class brands.

- We were chosen by MAN as one of only five international bus body builders in a global cooperation initiative. This led to the MAN-Geyushi coach, proudly named LUXOR, honoring the greatness and heritage of the ancient Egyptian city.
- Our partnership with Volvo has produced the CAIRO bus—a model that symbolizes both our Egyptian pride and our global ambition.
- Our school bus line, HORUS, ensures safe and reliable student transport while carrying a name tied to Egyptian heritage.
- We expanded our reach into the Middle East, Africa, Europe, and the GCC, establishing ourselves as a true international player.

CHAPTER 5 – OUR PEOPLE, OUR POWER

Behind every bus and every project is our 1,200-strong workforce—engineers, designers, workers, and teams who dedicate themselves daily. We see them not as employees, but as partners in shaping the future.

CHAPTER 6 – THE ROAD AHEAD

With the fourth generation of the Geyushi family now leading, we are embracing AI, digitalization, and smart mobility. We are expanding our factory by 40,000 m² to meet rising global demand, and we continue to forge partnerships that bring Geyushi into the center of international transport innovation.

Our journey, which began on the banks of the Nile, now stretches across continents. And today, with the launch of CAIRO, we reaffirm our role not just as Egypt's mobility leader, but as a global contender.

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Closing Note:

For more than a century, Geyushi has moved people, goods, and dreams. Today, we continue this legacy with sustainable innovation, global cooperation, and bold vision. Together, we move lives forward.

Busworld 2025 – Company Fact Sheet

Overview

- **Founded:** 1940s (family business roots trace back to Nile trade in the early 1900s)
- **Headquarters:** Cairo, Egypt
- **Manufacturing Facility:** 100,000 m² plant in Tenth of Ramadan City, Egypt
- **Employees:** 1,200+ skilled professionals
- **Annual Capacity:** 5,000+ buses and coaches

Product Portfolio

- **CAIRO Volvo Coach** – long-distance luxury coach pairing Volvo engineering with Geyushi design.
- **LUXOR MAN Coach** – Premium intercity/tourism coach developed under MAN's international bodybuilder program.
- **HORUS School Bus** – Modern, safety-certified student transport solution.
- **ECO Electric Bus** – Zero-emission city buses, part of the region's largest EV rollout.
- **CNG Buses** – Affordable, eco-friendly urban transport options.

Key Milestones

- Awarded **World Bank contract** for 100 fully electric buses for Greater Cairo.
- Delivered the **world's largest diesel-to-CNG retrofit project** (2,262 buses).
- Expanded exports across **Middle East, Africa, and Europe**, including right-hand-drive deliveries to Ireland.
- Selected by **MAN Truck & Bus** as one of only five global bus body builders.

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Strategic Edge

- **Heritage + Innovation:** Nearly a century of history combined with state-of-the-art R&D.
- **Certified Standards:** ISO 9001, ISO 14001, ISO 45001.
- **Sustainability Leader:** Active programs in EVs, CNG, and green mobility aligned with Egypt's Vision 2030.
- **Customer Commitment:** Strong after-sales service and lifecycle support network.

Expansion & Outlook

- Ongoing **40,000 m² factory expansion** with new EV and smart-manufacturing lines.
- Integration of **AI and IoT** for product design, production, and fleet management.
- Strategic goal: position Geyushi as a **regional hub and rising global contender** in sustainable mobility.

Corporate Slogan

“Experience Excellence in Sustainable Mobility.”

Press Q&A – Busworld 2025

Q1: What makes Geyushi stand out at Busworld 2025?

A: What sets us apart is our mix of heritage and innovation. We have grown from a Nile-trade family business to a 5,000-unit capacity manufacturer with exports across Africa, the Middle East, and Europe. Few companies in our region can claim that trajectory.

Q2: MAN has worked with Geyushi for several years. What does that relationship mean today?

A: MAN selected us as one of five international bodybuilders worldwide. This recognition has deepened our cooperation and produced premium products like the LUXOR coach. It reflects their confidence in our engineering and long-term reliability. Over the next 2 years we will roll out 2 new models on different chassis.

Q3: How important is sustainability to your strategy?

A: It is central to everything we do. From the World Bank's 100-bus EV contract to the conversion of 2,262 diesel buses to CNG, we are actively reducing emissions. Our ECO range and CNG buses align with both global trends and Egypt's Vision 2030.

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Q4: How do your buses adapt to different markets — Middle East, Africa, and Europe?

A: Each region demands different strengths. Africa values affordability and durability, the Gulf requires climate-resilient designs, and Europe requires strict homologation and safety standards. Our flexibility to meet these needs sets us apart.

Q5: Volvo is a newer partner for you. How do you view this relationship?

A: This is the start of a fast-moving partnership. The CAIRO coach is our first collaboration and has already built momentum. We see Volvo as a key partner for both premium coaches and future electric platforms.

Q6: Are your buses homologated for Europe?

A: We are in the process of full European homologation. Orders are already being taken, with first deliveries of Volvo and MAN buses expected at the beginning of 2026.

Q7: Technology is transforming the bus industry. How are you integrating it?

A: We are investing in AI, IoT, and smart manufacturing to boost efficiency, improve safety, and give operators connected fleets. Our 40,000 m² factory expansion includes new EV production lines designed for the next decade of mobility.

Q8: What recent achievements best define Geyushi's progress?

A: Winning the World Bank EV tender, executing the world's largest CNG retrofit, and entering Europe with right-hand-drive deliveries to Ireland. These milestones show that Egyptian manufacturing can compete globally.

Q9: What is your long-term vision for Geyushi Automotive Industry?

A: To establish Egypt as a hub for sustainable mobility. We aim to serve our domestic market with excellence while expanding into Europe, Africa, and the Middle East. With MAN and Volvo as partners, we are building a path to global recognition.

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