



Experience. Growth.

- INTEGRITY
- HONESTY
- COMMITMENT TO OUR BUSINESS PARTNERS
- STEP BY STEP GROWTH

**39**  
*Years*  
Experience. Growth.

# COMPANY PROFILE

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Since 1977, Varga Trading Company L.L.C. (Varga), a Dubai-based company, has become one of the leading distributors of tires, batteries, tubes and alloy wheels within the MENA and CIS regions. Varga credits its successes to years of providing excellent standards and timely delivery of automotive products in addition to the company's solid partnerships with top international manufacturers, dealers and retailers, which ensure that motorists have extensive choices when purchasing these products. As an industry expert, Varga continues to be sought after by manufacturers who seek representation in the ever growing markets in the Middle East and Africa. With growth, Varga will continue to deliver unsurpassed service to its clients, and its longstanding experience will guide the company into the future.

## **EXPERIENCE**

Our mission is to use our extensive experience to support the growth of our partners' businesses. We strive to develop mutually beneficial and long lasting client/supplier relationships.

## **GROWTH**

Our purpose is to assist our clients in achieving their goals by providing them with quality products, timely deliveries and customized service. The range and availability of the brands we offer is complemented by strategic alliances with manufacturers from different countries around the world. Such partnerships provide for constant product availability and flexibility to maneuver in a fast changing market place. In doing so, Varga ensures timely and cost effective delivery of its products to the consumers while maintaining its corporate standards of excellence.

## **HEAD OFFICE**

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# MARSHAL

## Unlimited Performance

Like a leopard,overwhelming the world with Energy of Nature!



Marshal is a brand owned by the Kumho Tire Company which was founded in 1960. About 45 million tires of Marshal Tires have been sold all over the world in 105 countries since 1984. Marshal tires offer racing tires for Formula 3, Ultra high performance tires, passenger tires, light truck tires, truck tires, agricultural tires, and industrial tires made in Korea. Their PCR range caters to vehicles from 13' all the way to 32'. New tires and sizes are frequently introduced to reflect market demand and the latest developments in tire technology.

**MADE IN KOREA**

[www.marshaltiresme.com](http://www.marshaltiresme.com)

# **KENDA**

**SINCE 1962**      **TIRES**

Kenda is paving the road to a better tire. Kenda tires are built to guarantee solid performance and consistently ensure you get the most out of your investment. They are strategically designed down to the smallest detail to meet today's most rugged challenges, whether that is at the top of the summit or a road trip in a snowstorm. To keep up with your changing needs, Kenda engineers are constantly working to make improvements, enhancing durability and overall performance. With a relentless commitment to be the best, all Kenda tires exceed regulations and standards to ensure you can move forward safely.



# DEESTONE

## TIRES

Deestone has been manufacturing tires for over 30 years. The company was established as an alternative to the multi-national players in the tire sector in Thailand. Deestone is still highly committed to its drive to produce tires of world-class quality at reasonable prices. All Deestone tires meet and exceed international quality standards.



SK - 421

SK - 423

SV - 401

SV - 402





Guided by the main principles of value, trust, honesty and quality, Alexia tires has been proudly manufacturing commercial and OTR tires from Asia with the intention to fill a gap in the replacement tire market. Alexia Tires believes in delivering the greatest value, quality and service without compromising on innovation and style. With over 35 years of experience in the industry, Alexia Tires is passionate about its work. We bring to the market unique tire products and designs that specialize in the manufacturing of custom products that fit the market requirements of the day. Alexia's strength lies in its flexibility and its ability to listen to the demands of the market and make subsequent swift changes as needed.

Alexia Tires is a global company comprised of passionate designers and engineers who continue to use the latest technology to deliver the most innovative and original tires in the market. With worldwide distribution, Alexia Tires is set on continuing to be trailblazers in the industry and looks forward to further reaching out to the masses with truly one of a kind products.

## **Bespoke tires**

Specifically designed  
and produced for you.





# Alexia

## Wheels

With over 25 years of experience, Alexia Wheels strives to provide the best quality, service and designs. This experience and knowledge in addition to a strong passion for wheels drives our design and engineering team to create the most innovative wheels in the industry. This passion extends throughout our photography, marketing and sales team.

We specialize in manufacturing staggered fitments with sizes ranging from 13" to 22". Alexia Wheels prides itself on being a global company with worldwide distribution. We have accomplished this by being the first to the market with innovative products that answer the customer's needs and exceed their expectations for value, quality and service.

