



Tires | Lubricants | Batteries
Garage Equipment | Tools & Accessories



www.saka.com.lb

Since 1960

**COMPANY
PROFILE**





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ABOUT SAKA

Headquartered in Lebanon, SAKA is a market-driven company that markets and distributes an extensive portfolio of tires, batteries, lubricants, garage equipment & accessories.

We cater to 1200+ tire service centers, fleets & companies in Lebanon. In addition, our offshore operations entail business with subsidiaries and sister companies in several West African and MENA countries.

STRATEGIC IMPERATIVES

- Market territory segregation avoiding inter-brand competition.
- Brands portfolio management to steer clear of inter-tier competition.
- Unique brand positioning as per brand identity and price level.

SAKA BUILDING



MISSION & VALUES



MISSION STATEMENT

It is the mission of SAKA, through our **value driven culture**, to **build** and **maintain** partnerships with our business partners. SAKA's **well-trained family of highly professional personnel provides** a wide range of **quality** products and **expert** services to uphold our long-standing **heritage, good will**, and **consistent** customer satisfaction.

VALUES

We uphold integrity, transparency and accountability among each other and with our business partners.

We work as a team with passion & trust to deliver the best products & services in the most timely and efficient manner.

We promote client satisfaction & mutual progress.

We endeavor to promote accountability and empowerment not only to our employees but also to our community through corporate social responsibility strategies.



HISTORY & HERITAGE

Established by Mr. Sleiman Abdul Khalek, SAKA has been in operation since 1960.

Our activities were initially confined to the Lebanese markets, and we experienced continuous international growth over time through the import and export of tires around the globe.

TODAY,

SAKA deals with prime clients and business partners in more than 8 countries and handles more than 28 tire, lubricants, garage equipment and battery brands on exclusivity basis.

SLEIMAN ABDUL KHALEK





OUR FLEET

With over 300+ tire service centers and corporate clients in Lebanon and across the globe, we possess and operate a massive fleet of trucks, vans, and cars that are actively involved in the distribution of our products.

As for the international deliveries, we partnered with top class shipping companies and freight forwarders to ensure a timely delivery of our products to more than 14 countries worldwide.

CARS



VANS



TRUCKS





SAKA LEBANON

Our team understands the importance of the company values which propels our efforts towards the fulfillment of our vision. We boast a group of qualified individuals, each in their field, responsible for the harmony of the workflow by ensuring the quality delivery of our goods & services.



16,000+ Square Meters



135+ Employees



30+ Trucks &
Vans

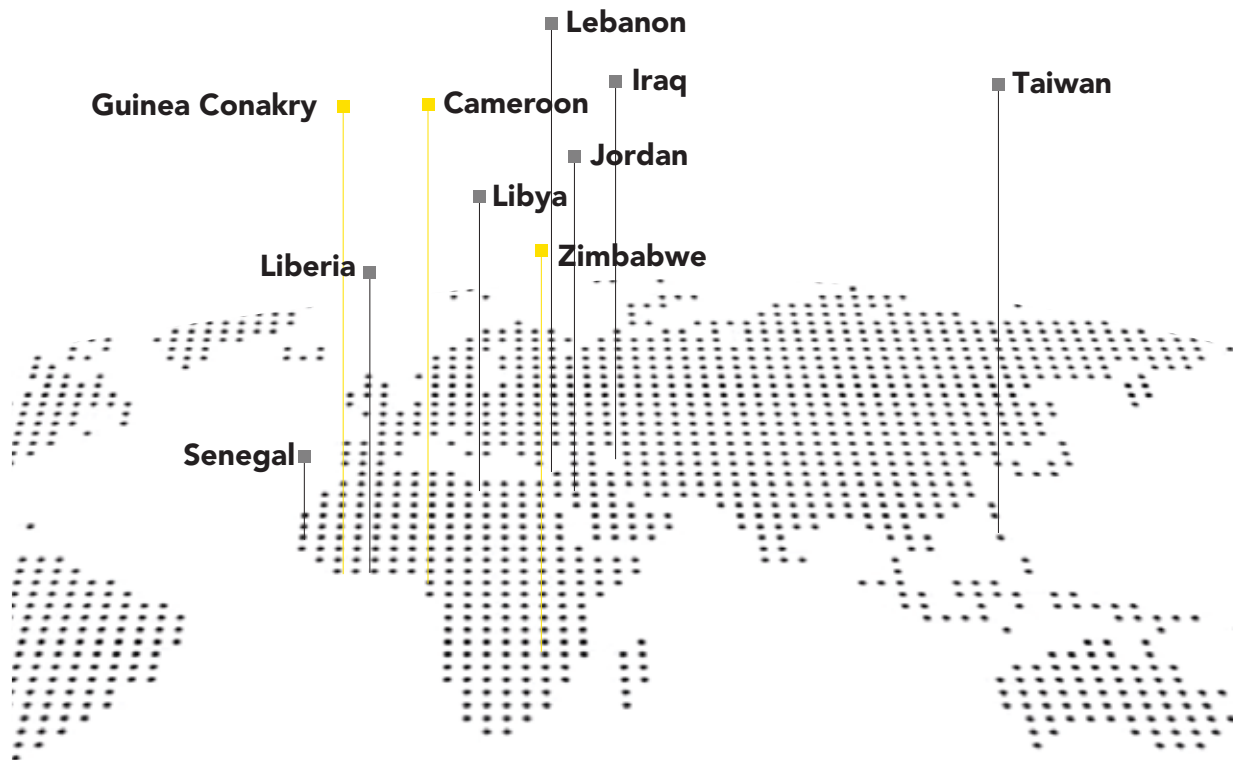


200,000+ Tires
& Batteries



INTERNATIONAL PRESENCE

We are prominent on the world map with points in the below countries:





TIRES

Imported from different countries and distributed in various markets, our portfolio covers all types of tires and is flexible to all clients' needs and budgets, across premium, value and budget brands.

VREDESTEIN
TYRES

apollo
go the distance

GREEN MAX



LINGLONG TIRE



EVOLUX

DELUM

DYNAMO

ROVELO



LUBRICANTS

Lubricants offered by SAKA are sourced from diverse countries and presented in different qualities whether for passenger cars and buses, heavy duty vehicles, industrial machinery, additives, fluids, or greases!



BATTERIES

At SAKA, we import and market premium battery brands from different countries. They are suitable for various uses from sedans to buses and trucks.





GARAGE EQUIPMENT

Improving and maintaining the credibility of our products, we go the extra mile by equipping our clients with top-in-line garage equipment and machinery.



ACCESSORIES & TOOLS

To complete our product range, we provide a wide variety of tire accessories and maintenance tools from internationally renowned brands and under our private label.





FILTERS

SAKA, as your resourceful partner, supplies all the filters range whether it's oil, air, or cabin filter for consumer and industrial sectors with a high level of precision of indexing and cross-references.

The Sanko logo features the word "Sanko" in a bold, orange, sans-serif font.The Purflux Filters logo consists of the word "FILTERS" in small blue capital letters above the word "purflux" in a larger, blue, lowercase sans-serif font, followed by a blue graphic of three horizontal wavy lines.The Matsuda logo features the name "matsuda" in red lowercase letters, with "ma" on the top line, "su" in the middle, and "ta" on the bottom line. Below this, the Japanese characters "マツダ" are written in white on a black rectangular background.

BRAKE PADS

We provide different brands of brake pads to support both the customer and their vehicle.

The Woking logo features the word "WOKING" in a bold, black, sans-serif font, followed by a stylized orange and black graphic element.The GNC Brakes logo features the letters "GNC" in a large, blue, stylized font, with the word "BRAKES" in a smaller, blue, sans-serif font below it.The Hi-Q logo features the text "Hi-Q" in a bold, blue, sans-serif font.The Matsuda logo features the name "matsuda" in red lowercase letters, with "ma" on the top line, "su" in the middle, and "ta" on the bottom line. Below this, the Japanese characters "マツダ" are written in white on a black rectangular background.



THE BIRTH OF ROUND ONE

After years of success as wholesalers, we decided to expand our expertise into the retail scene. We created Round One to be able to deliver same quality of products and services directly to the consumer.



OUR SERVICES

Our highly equipped center and team of experts are now growing and we are providing today many essential services such as:

Mobile Garage
Tire Services
Oils & Lubricants
Batteries
Suspension & Steering
Rim Services

Brake System
Wheel Alignment
Nitrogen Inflation
Filters
Routine Services
Fleet Services

Choueifat - Aley District



Zouk Mosbeh - Keserwan District



Kfarhata - Zgharta District





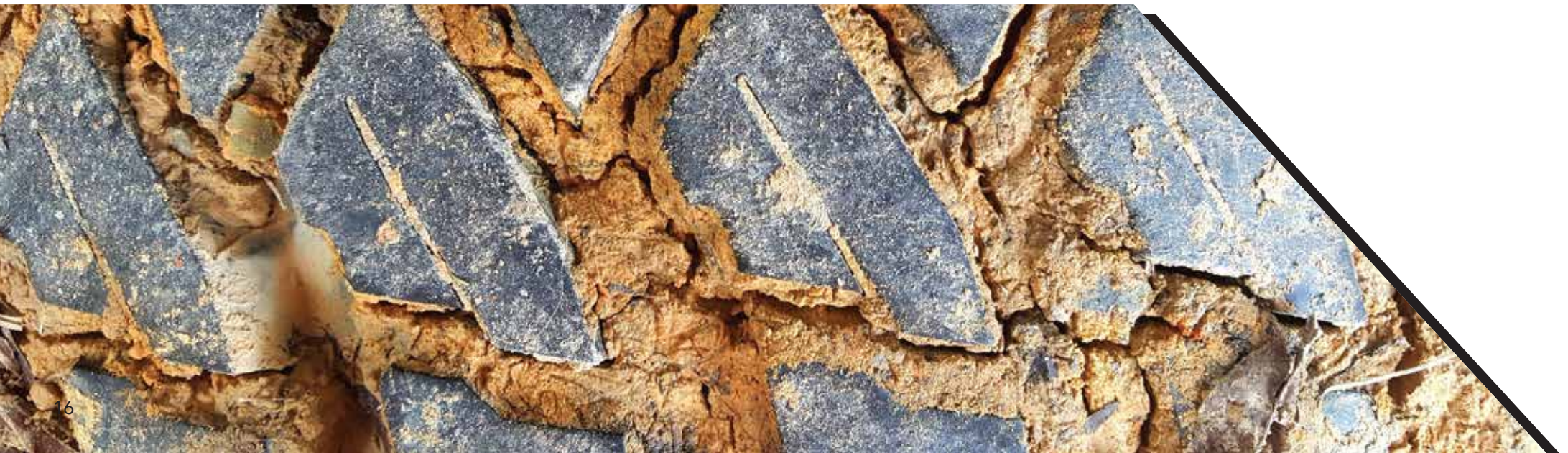
OUR COMMITMENT

In a period of more than 65 years, SAKA has continually constructed goodwill.

We endeavor to maintain the goodwill amidst our efforts to further expand our operations through international markets.

For us, clients' satisfaction comes first and the feedback we receive from them is used as an essential tool in our management philosophy.

With every product as well, we strive to bring our heritage, outstanding service and value.



**« We are what we repeatedly do.
Excellence, then, is not an act, but
a habit »**



VREDESTEIN
TYRES

apollo
go the distance

GREEN MAX



EVOLUX

DELUM

DYNAMO

ROVELO



BRIGHT



LA PADANA
AIR COMPRESSORS

AUTEL

Mavel
AUTOMATIC REELS



ROTAKE



Mr Bolt



WOKING

Hi-Q



MOLINOL



VENOL
MOTOR OIL

WEPP



FIREBOLT



VEGA
POWER START

FILTERS
purflux

Sanko

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05 40 00 08

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81 81 81 11

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