**Newsletter 7 July 2021**

**Aydem Perakende and Gediz Perakende partner up with Castrol for service and retail customers in the vehicle maintenance and repair sector**

**With the contract signed between Castrol and Aydem Perakende and Gediz Perakende, it is aimed to reduce the monthly electricity costs of private service and retail customers of Castrol in the vehicle maintenance and repair sector all around Turkey.**

A company that closely follows the developments in sustainability, mobility and digitalization to design innovative business models for its clients, Castrol signed a special collaboration agreement with Aydem Perakende-Gediz Perakende, the leading electricity supplier in Turkey. Under this agreement, contributions will be made to the operational activities of Castrol clients to help them lower the costs. This collaboration will offer electricity tariff options with affordable unit prices for private service and retail customers of Castrol in the vehicle maintenance and repair sector throughout Turkey, which means advantageous consumption in electricity, an operational expense item.

With the high performance and quality products it has, Castrol stands by its private service and retail customers that offer services in the vehicle maintenance and repair sector, and it will keep supporting them by understanding their needs and lowering their operational costs.

**Ayhan Köksal, Director of Castrol Turkey, Ukraine and Central Asia: “We continue to offer services with added value for clients who choose Castrol.”**

**Ayhan Köksal, Director of Castrol Turkey, Ukraine and Central Asia** emphasized that at Castrol, they approach customer needs with solutions that provide value and with a sense of trust, and he added:“The motto that shapes the way we do business is ‘We know the value of our customers from the bottom of our hearts’. With this approach, we understand the challenges that our customers face, and we focus on value-based partnerships to come up with better solutions. We continue to offer services with added value for clients who choose Castrol. The agreement we signed with Aydem Perakende-Gediz Perakende is offering a tariff with a fixed unit price for a year for all of our private service and retail customers that offer vehicle maintenance and repair services throughout Turkey, with the aim to reduce their operational costs and save them over 30 days of electricity in a year. In addition to the services we offer that provide added value for our customers and protect them, we are taking the collaboration to the next level with our sustainability agenda. With the world’s first carbon-neutral industrial products we supply to Aydem Yenilenebilir Enerji, i.e., Castrol OPTIGEAR, we are contributing to the green energy generated. We will keep striving for a sustainable future with the carbon neutral products, which are part of Castrol’s new sustainability strategy.

**Çağdaş Demirağ, General Manager at Aydem Elektrik Perakende and Gediz Elektrik Perakende: “We are collaborating with the leading companies in different sectors to create value for Turkey, while contributing to sustainability goals.”**

Çağdaş Demirağ, General Manager at Aydem Elektrik Perakende and Gediz Elektrik Perakende remarked: “As an authorized electricity supplier responsible for providing services all around Turkey, we are collaborating with leading companies in different sectors to create value for Turkey, while continuing to contribute to the sustainability goals. As part of the collaboration we have with Castrol, private service and retail clients offering vehicle maintenance and repair services in the automotive industry, one of the leading sectors in our country, will gain benefits through the reduction in electricity costs. In addition to this advantageous electricity deal, vehicle maintenance and repair customers of Castrol will also be able to use the green energy, 100% of which is generated from renewable resources by Aydem Elektrik Perakende and Gediz Elektrik Perakende and which has an I-REC certificate that is recognized worldwide.

As the Aydem Perakende - Gediz Perakende Family, the most innovative supply company in Turkey, we offer solutions that meet the needs of our business partners in all of our corporate collaborations, while focusing on energy efficiency with sustainability in mind. We will keep increasing the number of our collaborations with powerful and leading companies, just like Castrol, to come up with solutions that provide added value for the economy and the social sustainability approach.”

***About Castrol***

*Castrol, the leading company in mineral oils and innovations, has developed high-tech oils that offer enhanced performance under tough circumstances for over 120 years worldwide and 67 years in Turkey. Doing business in 140 countries on five continents, Castrol is managing business in 10 countries from the headquarters in Istanbul, Turkey. With Castrol MAGNATEC, Castrol EDGE, Castrol VECTON, Castrol CRB Turbomax and Castrol POWER1 brands on the front line, the company manufactures oils for automobiles, commercial vehicles and motorcycles, in addition to those manufactured for the industrial, marine, air and the energy sectors. Castrol has conducted engineering studies with the leading vehicle manufacturers in the world and became the original filling oil for these companies. One of Castrol’s eight production facilities in Europe and Africa is located in Gemlik, where the oil produced is exported to 24 countries.*

*Manufacturing oils that lie at the center of technological advances achieved on the land, in the air, in the sea and even in space, Castrol also played a part in breaking the World Land Speed Record for 21 times. NASA has chosen the Castrol technology since the 1960s, and the Perseverance Rover launched to Mars in 2020 is also equipped with Castrol.*

***About Aydem Perakende***

*Aydem Perakende, an Aydem Enerji company, was founded in 2008 to offer uninterrupted and high-quality electricity services for over five million clients in İzmir, Manisa, Aydın, Denizli and Muğla.*

*In line with its customer satisfaction approach, which is its priority at all times, Aydem Perakende offers electricity supply for non-eligible clients through retail sales contracts, and for all eligible clients in the country regardless of the region through bilateral agreements in the locations it is authorized. Aydem Perakende has a strong corporate culture created through working policies and innovative practices and it attaches great value to its employees, which was proven when it ranked on the “Best Employees in Turkey List” by the “Great Place to Work®” Institute, which is a great accomplishment. Aydem Perakende also got the first prize in the category “Best Employees in the Aegean Region” for companies with 250+ employees at the Private, Sectoral and Regional Awards for Best Employees in Turkey held by Great Place to Work®.*

***About Gediz Perakende***

*Gediz Elektrik Perakende Satış A.Ş., an Aydem Enerji company, was founded in 2013 to offer uninterrupted and high-quality electricity services for three million clients in İzmir and Manisa. Adopting a determined and prioritized approach in terms of customer satisfaction, Gediz Perakende keeps offering services on the energy market in a fair competition environment. In the area it is authorized for, the company supplies electricity for non-eligible clients through Retail Sales Contracts, and through bilateral agreements for all eligible clients all around the country regardless of the region. Gediz Perakende has a strong corporate culture created through working policies and innovative practices and it attaches great value to its employees, which was proven when it ranked on the “Best Employees in Turkey List” by the “Great Place to Work®” Institute, which is a great accomplishment. Aydem Perakende also got the first prize in the category “Best Employees in the Aegean Region” for companies with 250+ employees at the Private, Sectoral and Regional Awards for Best Employees in Turkey held by Great Place to Work®.*