



2021



Total  
Liban

An affiliate  
that **inspires**



**Daniel Alvarez**  
Country Chair, Total Liban

Dear customers and partners,

The difficult context during 2020 gave us more resilience to move forward. We thank our teams who have been mobilized to ensure the continuity of our business.

**Quality** has always been at the core of our commitments. We were pleased this year to launch a large-scale campaign dedicated to quality along with the release of the new design of our TOTAL QUARTZ lubricants with the aim of offering our clients a new vision of performance!

Likewise, **safety** has always been at the heart of our concerns! This year, several Covid-19 preventive measures have been put in place at the stations to ensure a safe service to all while our strict safety management system is continuously verified. The rigorous safety work we deploy constantly brings its fruits with zero fatal accidents deplored at our sites.

All our efforts are employed to supply our clients with a positive energy! This mission has extended to take **social responsibilities** and help the Lebanese society in overcoming the difficult circumstances. We were pleased to offer diesel to the capital hospitals to support the medical teams who have worked tirelessly to offer health care and support to all patients and wounded.

The positive energy we try to spread resonates with a message we want to share with you, a message of courage to always **start again** when everything else stops and we will do it together.

We are looking forward to a new year full of new starts and opportunities.

Happy Reading!



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## TOTAL LIBAN

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### About Total Liban

Total Liban, an affiliate of the broad energy group Total, is present in Lebanon since 1951 with a network of more than **190 service stations** across the Lebanese territory and markets locally TOTAL high-quality fuel and lubricants. Total Liban team seeks tirelessly to apply the Group know-how and expertise in serving more than **2,000** professional clients along with around **80,000** customers who, on everyday basis, visit Total Liban service stations. In compliance with international standards of quality and safety, Total Liban controls all its supply and distribution chain and is **ISO 9001 and ISO 14001** certified.

Stay always connected:

 [www.total-liban.com](http://www.total-liban.com)

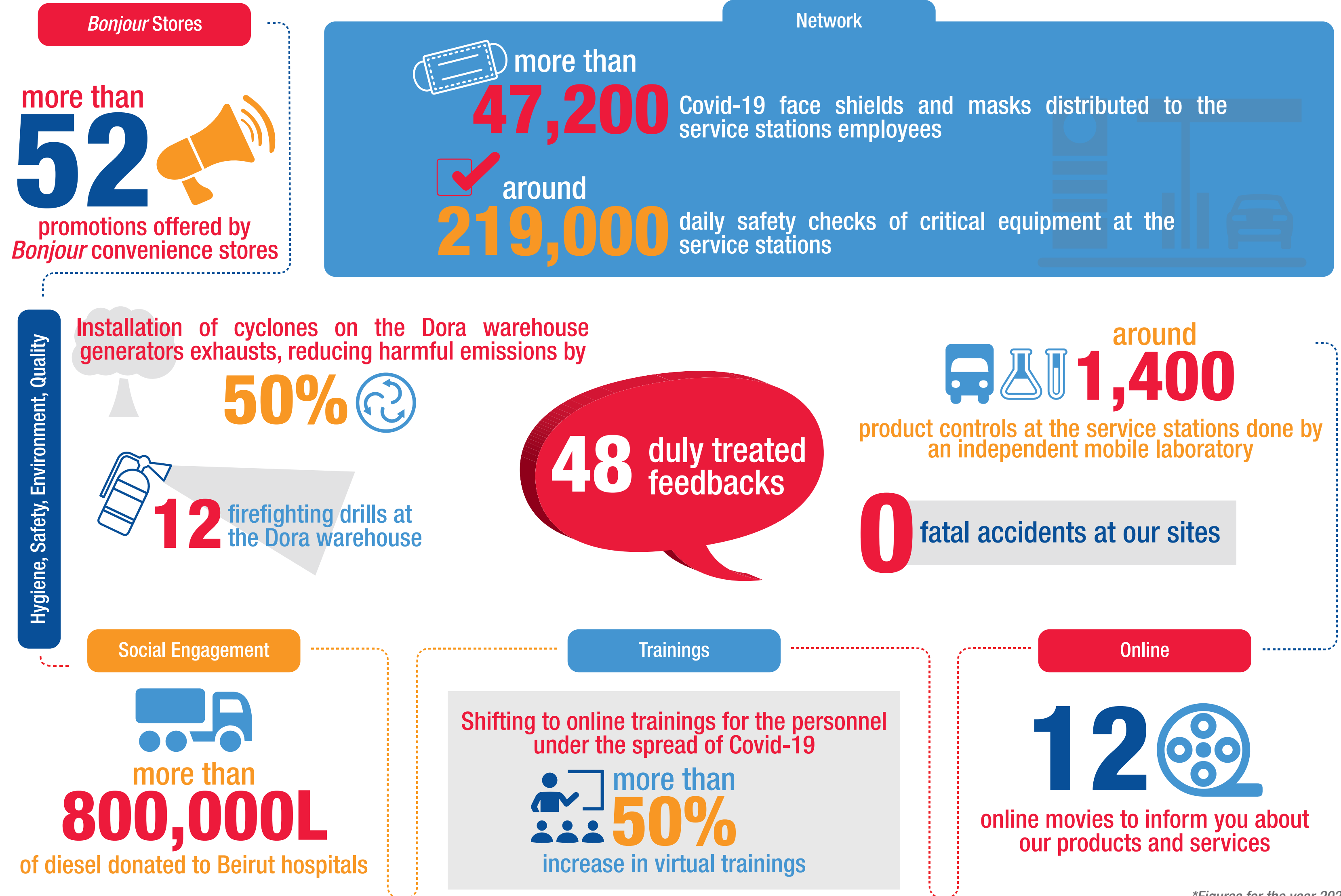
 [Facebook.com/TotalLiban](https://Facebook.com/TotalLiban)

 [Total Services Smartphone Application](#)



# TOTAL LIBAN

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\*Figures for the year 2020

## 360 Degree Quality

- ▶ [Leading the Market with Quality](#)
- ▶ [Total Services App, Your Road Companion](#)
- ▶ [A New Vision of Performance](#)



## Leading the Market with Quality

At Total Liban, **quality** is not a simple commitment; it is a permanent dedication and a lot of hard work! Our service stations products are regularly controlled by a **mobile laboratory** managed by an independent body, Apave. Our qualified **network professionals** work tirelessly and are continuously trained to make sure you benefit from a premium service. Offering you the best experience extends to our digital communication that has evolved to meet the ever-growing trends! Our **renovated website** and **new App** give you a better-quality surf experience with easy access to information!

### LINKS

**Check out Pierre-José Charro's tour in the mobile laboratory:** [Click Here](#)

**Meet our devoted team:** [Click Here](#)

**Meet our oil change specialists:** [Click Here](#)

## 360 Degree Quality

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## Total Services App, Your Road Companion

Our App renewed itself and adopted our Group App, **Total Services!** **Download it NOW** on [Google Play](#) and [App Store](#) to benefit from its practical functionalities!

**HEY THERE! I AM TOTAL SERVICES READY TO ASSIST YOU IN YOUR COMMUTING!**

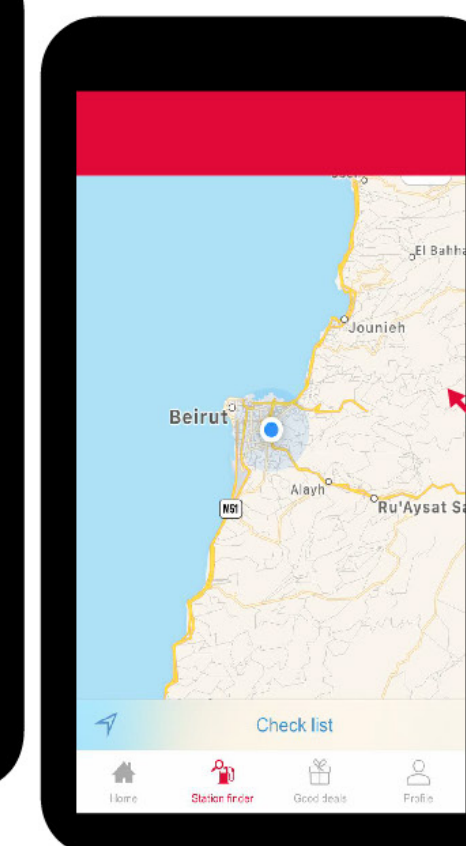
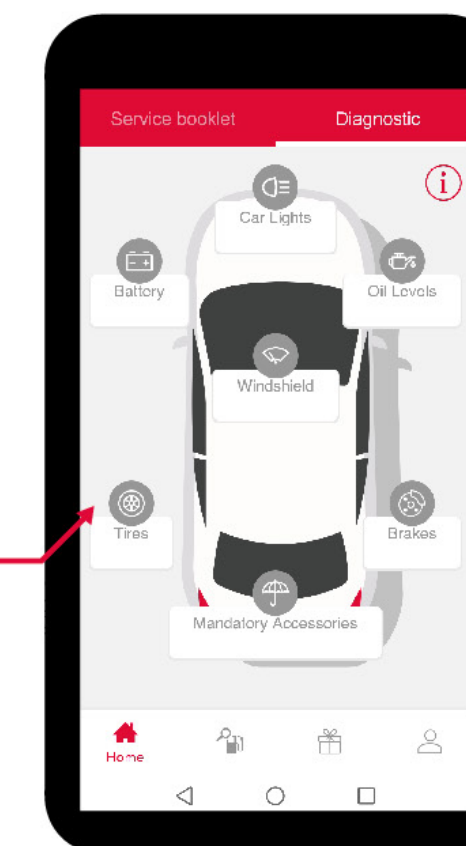
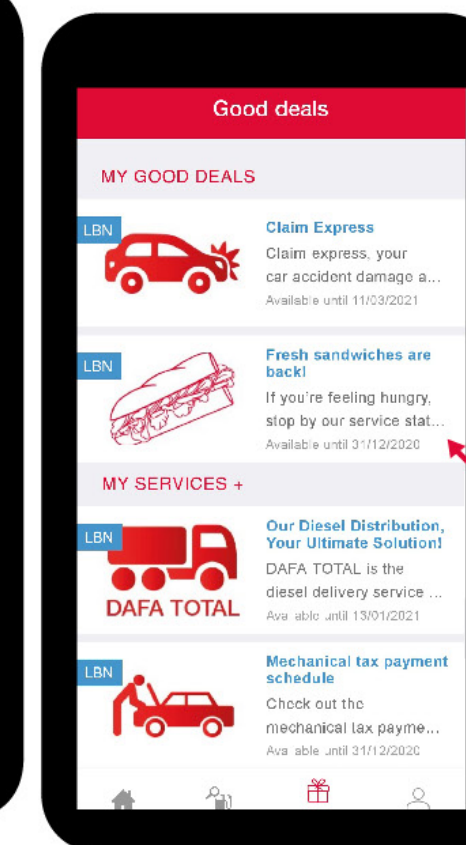
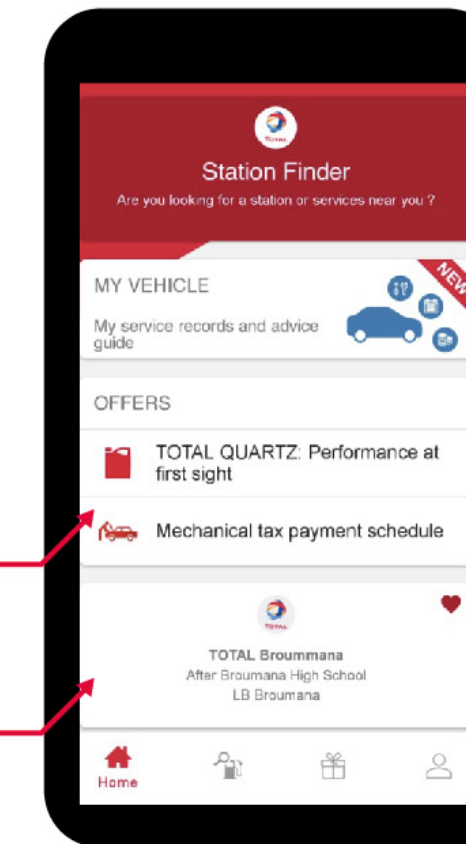
Check the most updated table of vehicles taxes in "My Services+"

Mark your preferred service station as your favorite on the homepage

Keep track of the latest news and offers

In "My vehicle", keep track of your car maintenance while verifying main checkpoints before any journey; notifications will be sent if any control must be done

Reach the nearest TOTAL service station



## A New Vision of Performance

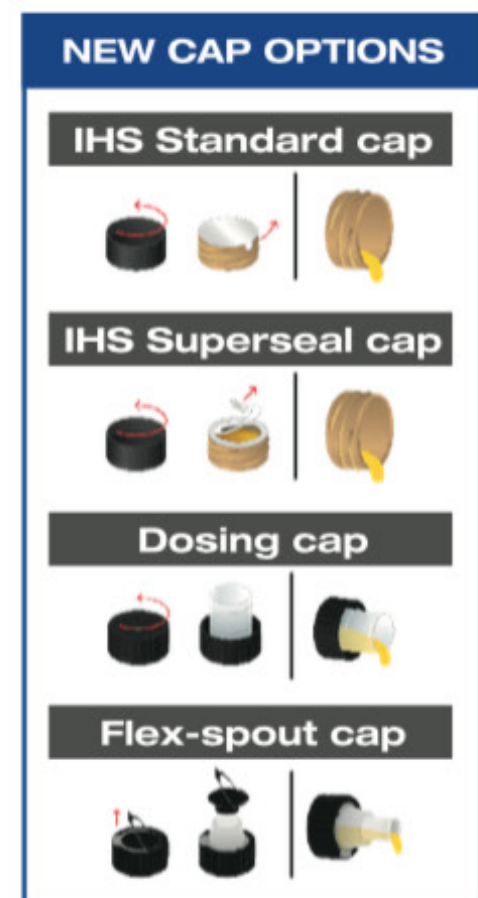
When it comes to your car, we always want you to get the best experience aboard. This is why our premium **TOTAL QUARTZ** lubricants design has been entirely revamped to offer you a high level of **efficiency** and **innovation!**

### 360 Degree Quality

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#### ANTI-COUNTERFEITING FEATURES

Sealed neck with ring peel line that reduces leaks & counterfeiting

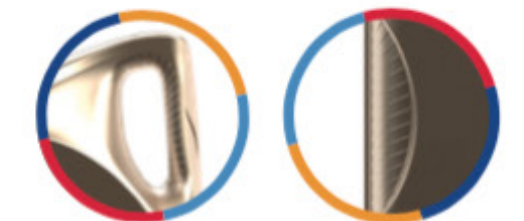


QR code for product authentication



#### PROPRIETARY DESIGN

New bottle handle



New label architecture



New label artwork



High resolution engraving in bottle foot



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Start with  
**TOTAL**

## Hope and Resilience

Every day, you arm yourself with courage and embark on your journey. Keys in, engines on, you go all the way, reaching all targets, filling your hopes up, overcoming all the bumps... Life is a daily challenge yet, this is what makes life worth living.

Despite the year context, several of Total Liban projects were dedicated to spread a message of **hope** and **resilience**. It is to remind you that: **“When everything else stops, start again, start now, start with Total!”**

### LINKS

**Start discovering Lebanon with the influencer, *Roydtrip*:** [Click Here](#)

**Love starts here:** [Click Here](#)

**It all starts from within:** [Click Here](#)



## Our Commitments

- ▶ [An Experience with a Lot of Care!](#)
- ▶ [Diesel Donation to Hospitals](#)
- ▶ [Serving You Safely](#)
- ▶ [Safety and Quality at our Clients' Doorsteps](#)



## An Experience with a Lot of Care!

It takes devotion, determination, and hard work to **manage petroleum facilities** especially when we welcome our loyal customers every day at our service stations and when we operate a high-end warehouse. The visible part of our work is the harmonious **continuity of our activities** while it holds, behind it, massive **resources**. Every detail at our service stations and warehouse is designed to ensure **safety, quality**, and the **environmental approach**.

Discover our deployed efforts: [Movie coming soon](#)

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## Diesel Donation to Hospitals!

Following the explosion that hit the heart of the capital, rebuilding Beirut started with the mobilization of each and every one of us. The medical community has been severely affected by the explosion, with Beirut hospitals in a state of destruction. **In solidarity with the beloved Beirut, the medical community and the citizens**, Total in Lebanon **donated diesel** equivalent to 750,000 liters to four hospitals of the capital: Hôtel-Dieu de France hospital, Saint George hospital, Saint Joseph hospital and Rafik Hariri University hospital.

Similarly, in order to contribute to the **fight against Covid-19**, Total Liban saluted the medical staff efforts by **donating diesel** to Rafik Hariri University Hospital. We wish to instigate a **positive energy** in the country and help Lebanon rise! To know more, watch the donation videos:

[Supporting the fight against Covid-19](#)

[Supporting Beirut hospitals](#)

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## Serving You Safely

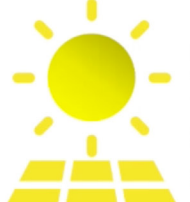
We were committed this year to serve you within our network while applying reinforced **hygiene measures** to respond to Covid-19 spread. We have implemented several precautionary measures including distribution of personal protective equipment to employees, monitoring of daily temperature of all attendants, installation of hand sanitizers in our premises and increased cleaning of sites. What counts for us is to provide you with a **safe service!**


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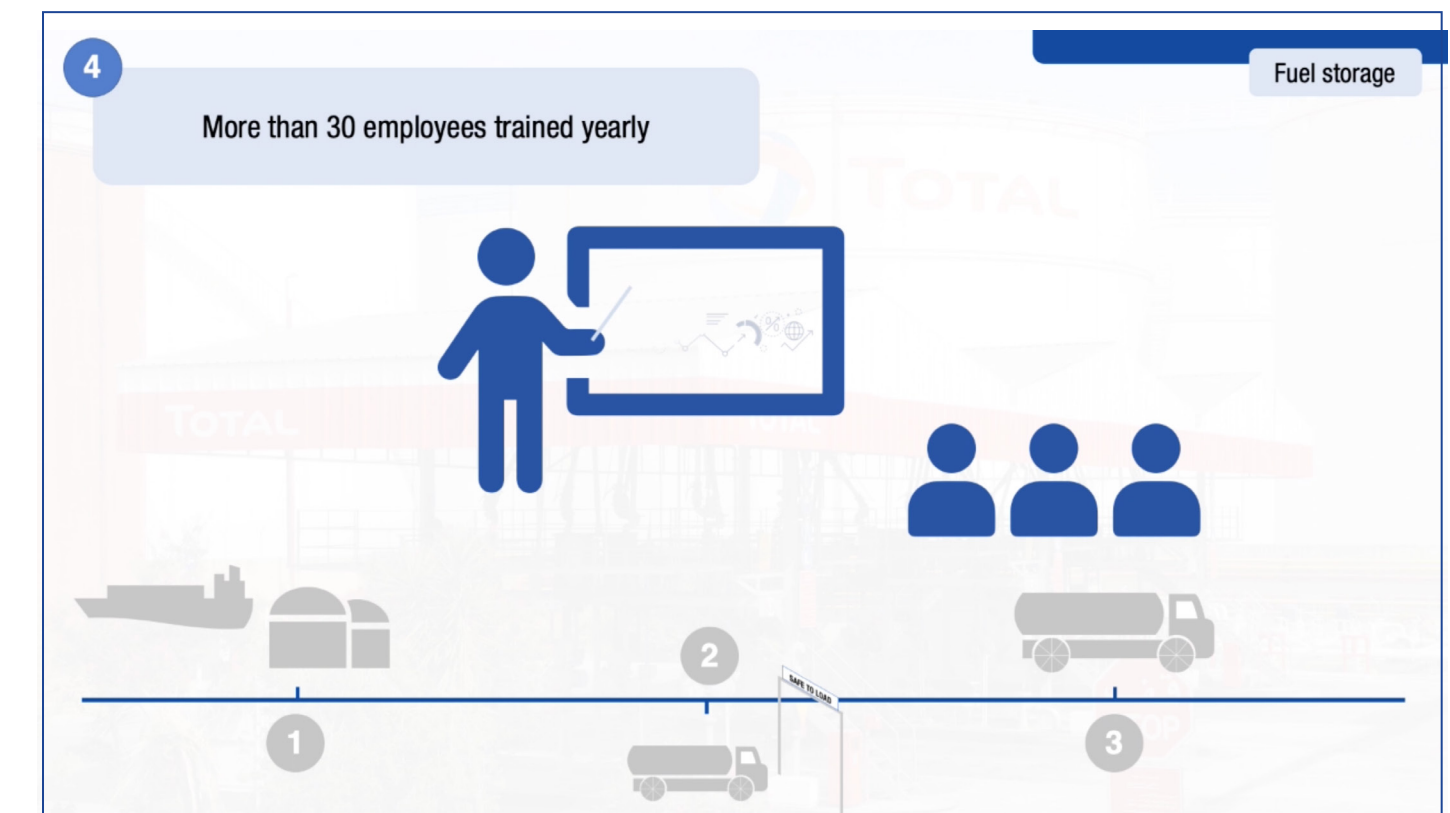
**REDUCING THE AFFILIATE ACTIVITIES IMPACT ON THE ENVIRONMENT**

 Solarization of service stations: largest network operating on solar energy in the country with **50** solar service stations by 2022

 Implementation of standards and procedures to ensure compliance with health, safety, environment and quality criteria

In 2021: 1<sup>st</sup> solar petroleum warehouse in the country with around **40%** of energy saving

 Instigation of the energy efficiency concept among employees



**ANAC**  
ANALYSIS COMPARED

Total provides a full range of oil analysis adapted for any automotive and industrial application

From a simple oil sampling, TOTAL ANAC establishes a thorough diagnosis of all mechanical parts of the equipment without disassembly

## Safety and Quality at our Clients' Doorsteps

Have you ever wondered how we ensure a **safe and quality service** at our clients' doorsteps?

Massive resources are deployed from the shipment load to the products **storage** management. The **transport** of our petroleum products also meets the strictest standards to ensure the highest level of safety while commuting. At the clients' premises, the **delivery** of our **premium products** is carried out in compliance with the requirements that ensure people's safety.

Discover our deployed efforts from storage till delivery: [Click Here](#)