

## Partnerships

# C&G - EQUITY BANK PARTNERSHIP



February Tuesday 7<sup>th</sup> started just like any other day at C&G. Every Tom, Dick and Harry settling into their daily routines, minds set on hitting targets, meetings in session, and sales teams in the rhythm of tango with their customers.

At 8.30 a.m. there was a bit of a dip in the temperatures at the showroom, because suddenly there were several high end cars parking outside the showroom. The kind of cars that the men who are in control of an organizations and who have a lot of power drive. No, it was not the cars that we are used to seeing. Embarking from these vehicles were 14 men and 2 ladies, looking dapper in business suits, all in identical textiles and with matching shoes.

Know that feeling of euphoria that hits when you have the promise of great things happening? There was that and the craning of necks, together with appreciation of the finesse in appearance of the Equity bank team. Equity bank has partnered with Car & General to support the Equipment business. They will support financing of Kubota tractors, Toyota Forklifts, Ace & Doosan construction equipment. Equity bank has 202 branches countrywide. Car and General will be in Joint activities with Equity bank in various regions.

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### Our Vision

Make customers smile in every street, every town

### Our Mission

To achieve leadership position in all our primary markets - power generation, automotive and engine-related products in East Africa.