# Zuber Issa invests in Duckhams to revive UK forecourt presence and drive innovation



Zuber Issa has recently acquired an undisclosed stake in the historic Duckhams brand, aiming to rejuvenate the 126-year-old motor oil company’s presence in the UK forecourt market through his network of EG On The Move locations. This strategic move follows a nine-year resurgence of Duckhams, initiated by investors led by chairman Jabir Sheth, after its divestment from BP — a company that had purchased it in 1969. Despite Duckhams establishing itself in over 25 countries since this revival, its distribution within the UK has remained largely confined to trade outlets like Screwfix and the Rapid motor factor network.

The ambition to expand Duckhams’ UK footprint through the EG On The Move chain is significant. The company aims to harness the brand’s British heritage and deep-rooted customer loyalty. Plans include diversifying distribution across Europe, Asia, and the Middle East. According to the announcement from EG On The Move, this investment represents a pivotal moment in enhancing and extending the legacy of a well-respected name in lubrication technology.

Duckhams, founded by Alexander Duckham in 1899, enjoyed a peak presence in over 100 international markets. The brand's reputation is bolstered by its historical associations with renowned motorsport figures, including Formula One champions like James Hunt and Nigel Mansell. This pedigree provides a solid foundation for Duckhams as it seeks to regain prominence in a competitive industry.

Mike Bewsey, global CEO of Duckhams, expressed that Issa's equity investment demonstrates strong confidence in the brand and its leadership. Bewsey remarked, “Zuber is a very successful entrepreneur and has a proven track record and strategic insights that will be invaluable as we scale our business in the UK and globally.” With this investment, the company aims to boost research and development initiatives focused on next-generation fluids, particularly those catered to electric vehicles, while also expanding into industrial and marine sectors. Additionally, Duckhams is reportedly exploring acquisition opportunities to further enhance its market position.

Issa has established a noteworthy business profile, especially following the sale of his stake in EG Group, which took place in June 2024 for £228 million. He utilised the proceeds from that divestment to finance the acquisition of EG Group’s remaining UK forecourt business. This move demonstrates his commitment to the forecourt sector and reflects a broader strategy focused on revitalizing the brands under his influence.

In conjunction with plans to make Duckhams available to other forecourt operators, the investment also prioritizes sustainability and innovation in product development. Issa asserted that Duckhams possesses “an extraordinary legacy and immense potential for growth,” suggesting that the brand is poised not only to reclaim its place as a reliable player in the lubricant market but also to lead in emerging sectors and technologies for the foreseeable future.

## Reference Map:

* Paragraph 1 – [[1]](https://forecourttrader.co.uk/latest-news/zuber-invests-in-duckhams-with-plans-to-expand-classic-brand-into-uk-forecourts/704648.article), [[2]](https://www.duckhams.com/about-us/duckhams-heritage)
* Paragraph 2 – [[1]](https://forecourttrader.co.uk/latest-news/zuber-invests-in-duckhams-with-plans-to-expand-classic-brand-into-uk-forecourts/704648.article), [[2]](https://www.duckhams.com/about-us/duckhams-heritage)
* Paragraph 3 – [[1]](https://forecourttrader.co.uk/latest-news/zuber-invests-in-duckhams-with-plans-to-expand-classic-brand-into-uk-forecourts/704648.article), [[2]](https://www.duckhams.com/about-us/duckhams-heritage)
* Paragraph 4 – [[1]](https://forecourttrader.co.uk/latest-news/zuber-invests-in-duckhams-with-plans-to-expand-classic-brand-into-uk-forecourts/704648.article), [[6]](https://www.eg.group/en/news/eg-group-agrees-to-divest-its-remaining-uk-forecourt-business-to-co-founder-zuber-issa-for-228m/)
* Paragraph 5 – [[1]](https://forecourttrader.co.uk/latest-news/zuber-invests-in-duckhams-with-plans-to-expand-classic-brand-into-uk-forecourts/704648.article), [[6]](https://www.eg.group/en/news/eg-group-agrees-to-divest-its-remaining-uk-forecourt-business-to-co-founder-zuber-issa-for-228m/)

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## Bibliography

1. <https://forecourttrader.co.uk/latest-news/zuber-invests-in-duckhams-with-plans-to-expand-classic-brand-into-uk-forecourts/704648.article> - Please view link - unable to able to access data
2. <https://www.duckhams.com/about-us/duckhams-heritage> - Duckhams, founded in 1899 by Alexander Duckham, has a rich history in lubrication technology and motorsport. The brand has been associated with notable figures like James Hunt and Nigel Mansell, and has sponsored major racing teams and events. Duckhams' products have been introduced in more than 25 countries, with a peak presence in over 100 international markets. The brand was acquired by BP in 1969, with all operational, product, and brand infrastructure remaining independent.
3. <https://www.eg.group/en/news/eg-group-agrees-to-divest-its-remaining-uk-forecourt-business-to-co-founder-zuber-issa-for-228m/> - In June 2024, EG Group agreed to sell its remaining UK forecourt business and certain standalone foodservice locations to co-founder Zuber Issa for £228 million. Following the transaction, Zuber stepped down as Co-CEO of EG Group, becoming a non-executive director, while Mohsin Issa continued as sole CEO. The proceeds from the sale were used to repay debt, strengthening the company's balance sheet.
4. <https://www.eg.group/news/eg-group-completes-divestment-of-remaining-uk-forecourt-business/> - EG Group completed the sale of its remaining UK forecourt business and certain foodservice locations to co-founder Zuber Issa on November 1, 2024. The transaction aimed to reduce debt and streamline operations. Zuber Issa stepped down from his executive role at EG Group, becoming a non-executive director, while Mohsin Issa continued as sole CEO, focusing on the company's international growth strategy.
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