

Lesquin, 24 April 2014

With its Ecoperformance diagnostic tool, Norauto bolsters its commitment to the Eco Entretien[®] initiative

- The Norauto Ecoperformance diagnostic tool: a Norauto service to reduce harmful emissions that is affordable to drivers
- Norauto: The first specialist network undergoing Eco Entretien[®] certification

As a creator and leader in auto centres, Norauto pursues its commitment to make the use of quality cars available to all through its relevant Ecoperformance diagnostic tool.

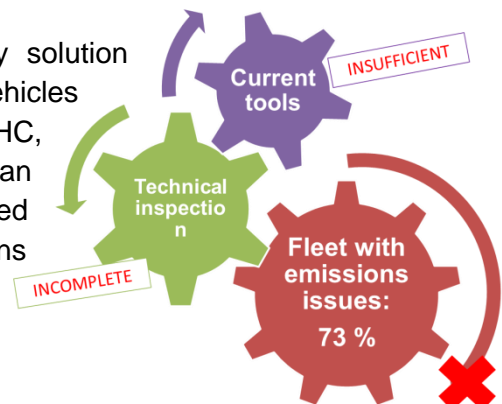
With almost 45 years of experience and innovation in products and services, focused on customer satisfaction, Norauto has proven its expertise in multi-brand maintenance, making the Ecoperformance diagnostic tool the Norauto mark of quality for each driver.

The Norauto Ecoperformance diagnostic tool, based on unique exhaust gas analysis and corrective maintenance adapted and personalised for each diesel vehicle, is a workshop service with high environmental and societal added value for greater customer value.

Addressing fleet emissions issues

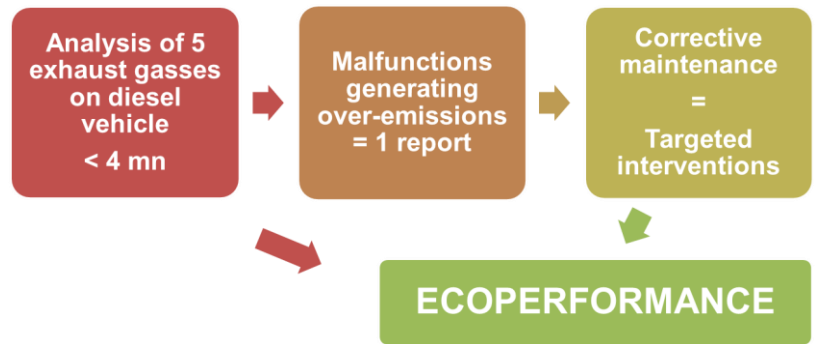
The Norauto Ecoperformance diagnostic tool aims to avoid the pitfalls of current controls that either do not assess or do not detect certain malfunctions in diesel vehicles. In fact, technical inspections do not include an analysis of emissions on diesel vehicles. Now, 73% of diesel vehicles have emissions issues**.

The Norauto Ecoperformance diagnostic tool is the only solution that detects potential issues and defects for all diesel vehicles with an analysis of 5 exhaust gasses (CO, CO₂, NO, HC, NO_x). With the results of this analysis, Norauto experts can evaluate maintenance needs and perform targeted interventions on vehicles so that harmful emissions are reduced as much as possible.



** Source: Spheretech

Through this early analysis, the Norauto solutions for reducing pollution and improving the vehicle's condition demonstrate their immediate effectiveness while being rapid and inexpensive (cleaning, de-clogging parts, etc.). By engaging the "preventative maintenance" lever, these corrective measures also help avoid consequential engine failures that are often extensive and costly.



Norauto thereby offers maintenance with greater customer value, for increased vehicle durability in accordance with the societal and economic challenges of reducing the polluting effects of the fleet.



Norauto, the 1st and only trained and equipped network

Involved with the Eco Entretien® initiative since it was launched by FEDA, ADEME, IFFSTTAR and the partners Air.be and Spherotech, Norauto affirms its commitment to offer drivers an innovative technology service, coupled with the expertise of its workshops to make car use easier, contribute to fleet sustainability and take action to reduce emissions harmful to public health and the environment.

In line with the *Ma Révision* [My Inspection] service and the creation of maintenance packages by the brand, the Norauto Ecoperformance diagnostic tool is part of regular maintenance for diesel vehicles. With Norauto quality and low prices guaranteed.



Rolled out in Norauto centres, this service makes Norauto the first network to begin Eco Entretien® certification.

◀◀ *The Norauto Ecoperformance diagnostic tool plays a role in the continuous enrichment of our services to better support drivers on a daily basis. It meets the high expectations of our clients to protect their car, their budget and the environment. Today, Norauto is the 1st and only trained and equipped network, undergoing Eco Entretien® certification.*

Bruno Desmet, General Manager of Norauto France

About Norauto:

- Norauto offers a combination of self-service store and a multi-brand maintenance, equipment and repair workshop.
- In France, the Norauto network comprises 349 automobile centres, 96 of which are operated under franchise (figures as at 31/12/2013).
- Norauto is a Mobivia Groupe brand.
- To find out more about Norauto, go to www.norauto.fr
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About Mobivia Groupe:

- Mobivia Groupe - more than 10,000 partners in six activities and 11 businesses united by a shared vision: making people sustainably mobile.
- Mobivia Groupe is the European leader in multi-brand vehicle maintenance and equipment with Norauto, Auto 5, Midas, Carter-Cash, Synchro Diffusion and Oxyo-pneus.fr
- Through its development fund, Via-ID, Mobivia Groupe also develops new activities in order to contribute to more responsible and more sustainable forms of mobility, through Altermove, Buzzcar, Ubeeqo, etc.
- To find out more about Mobivia Groupe, go to www.mobiviagroupe.com

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