



Press release

Lesquin, 20 March 2015

Norauto and Oxyo-pneus.fr merge their e-commerce activities

- Norauto, the leader in motor vehicle maintenance and equipment in Europe, and Oxyo-pneus.fr, the 4th largest player in the online tyre market in France, are merging their e-commerce activities.
- This merger is enabling Mobivia Groupe to ramp up its e-commerce strategy and to strengthen its positions in a high-growth market, estimated to amount to €18.33 billion in Europe by 2020*.

Norauto and Oxyo-pneus.fr join forces and will now operate under the Norauto banner.

Through this merger, Mobivia Groupe is hoping to boost its digital development by grouping its assets. Based on a strong brand on the one hand, and on the web agility, methods, and experience acquired by the pure player Oxyo-pneus.fr on the other, the Group aims to conquer new positions on a high-growth market.

The Oxyo-pneus.fr site will migrate across to Norauto by the summer. Moreover, Norauto is considerably increasing its customer contact points across France, by now relying on a network of 3,900 independent garages and home fitters who are Oxyo-pneus.fr partners.

"In a highly competitive and constantly evolving market, the prospects for growth favour the traditional players in the automotive sector. While price is the key factor today, motor vehicle users still expect more services tomorrow. With a network of 554 centres, mostly in Europe, and the constant development of added value services, such as 1 hour tyre fitting and the Tyre Hotel, we are confident in our capacities to secure a strong position on the market", explains Fabien Derville, CEO of Norauto International and member of the Executive Committee of Mobivia Groupe.

The web activity of Mobivia Groupe, for its part, continues with the company Bythjul.com, acquired in July 2014. Bythjul.com, a historic player in online tyres, is no. 2 in the Nordic markets (Sweden, Norway, Finland and Denmark) and presents high development potential.

About Norauto:

- Norauto, a creator and leader in auto centres in France, offers a concept combining a self-service shop with a maintenance, equipment and multi-brand repair workshop.
- Norauto has a presence in 9 countries: France, Belgium (*under the brand Auto 5*), Spain, Italy, Portugal, Russia, Poland, Austria and Romania.
- As at 30 September 2014, the Norauto network comprised 554 auto centres, including 358 in France, 100 of which are franchises.
- Norauto has 8,000 employees, including 5,800 in France.
- For more information on Norauto, its services and its products, visit www.norauto.fr
- Norauto is a brand of Mobivia Groupe : mobiviagroupe.com

About Mobivia Groupe:

- Mobivia Groupe – more than 10,400 employees in six activities and 12 companies united by a single vision: to make people sustainably mobile.
- Mobivia Groupe is the European leader in the maintenance and equipping of multi-brand vehicles with Norauto, Auto 5, Midas, Carter-Cash, Synchro Diffusion and Bythjul.com.
- Through its Via-ID development fund, Mobivia Groupe also develops new activities to contribute to more responsible and more sustainable mobility (shared cars, soft mobility, connected cars).
- For further information on Mobivia Groupe: www.mobiviagroupe.com

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**Estimate of auto e-commerce in Europe in 2020, taken from the Frost&Sullivan study – Future of Parts e-Retailing for Automotive Parts and Service in North America and Europe - June 2014*

 **Mobivia** GROUPE

www.mobiviagroupe.com

Norauto

Auto 5

midas

Carter-Cash

SYNCHRO



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