



The largest dealer of used cars in Central Europe

**AAA AUTO** Group



# cars are our passion

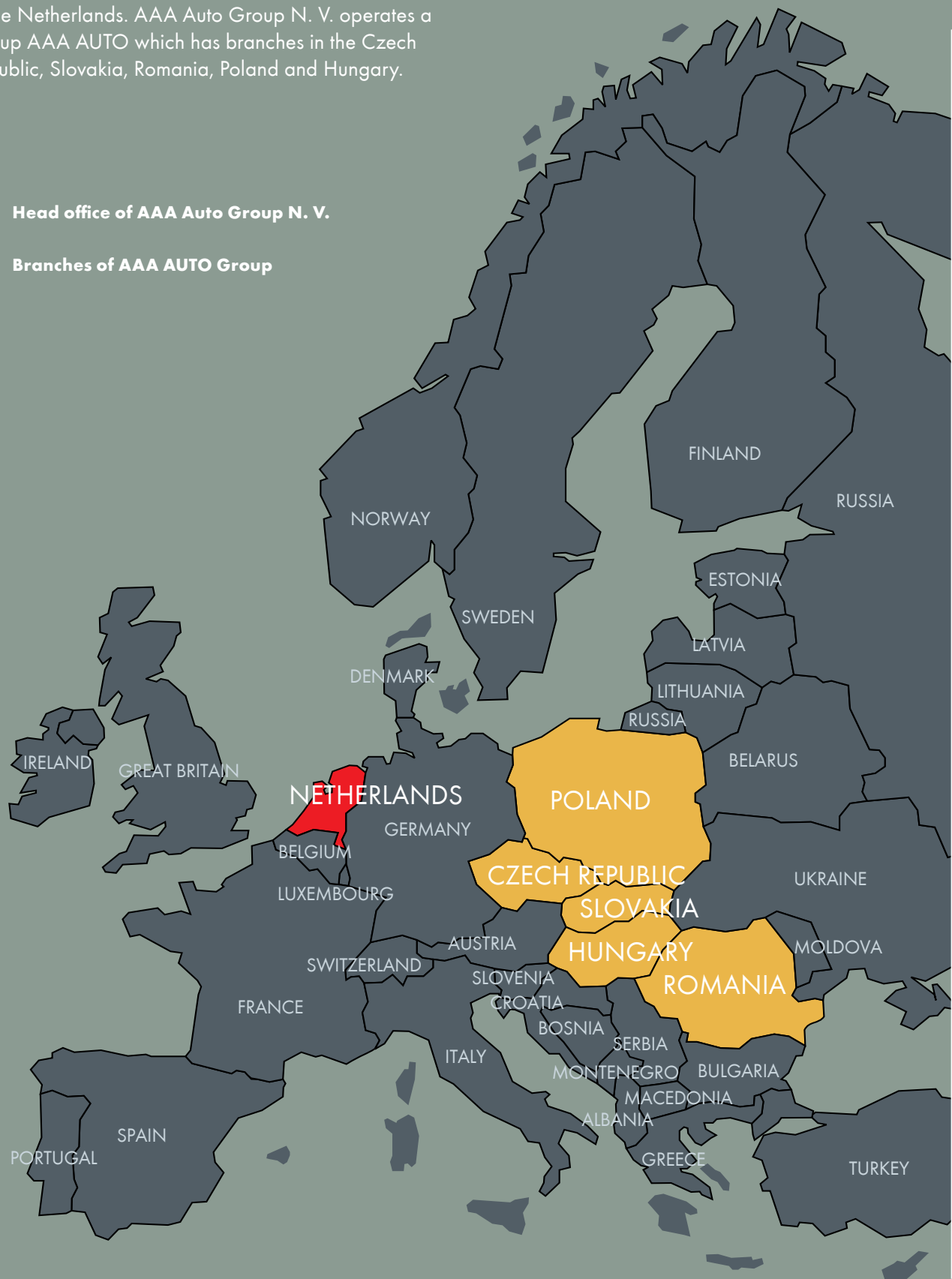
Cars play an important role in our daily life; they are part of our lifestyle. That's why we are concerned with every detail affecting their performance, reliability and appearance. Guaranteed legal origin of all cars is a matter of course with us.

# Group structure

## AAA Auto Group N. V.

Parent company with its head office located in the Netherlands. AAA Auto Group N. V. operates a Group AAA AUTO which has branches in the Czech Republic, Slovakia, Romania, Poland and Hungary.

-  Head office of AAA Auto Group N. V.
-  Branches of AAA AUTO Group





# cars are essential

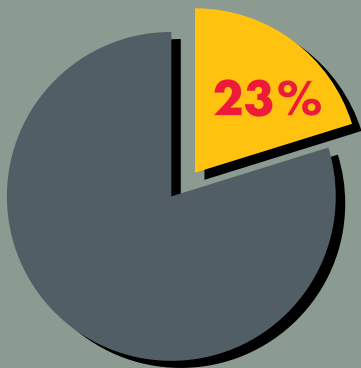
We spend a great deal of time in a car; often with our loved ones. Safety is a criterion with the highest priority for us. Only quality and professionally examined cars can become available for sale.

## AAA AUTO Group

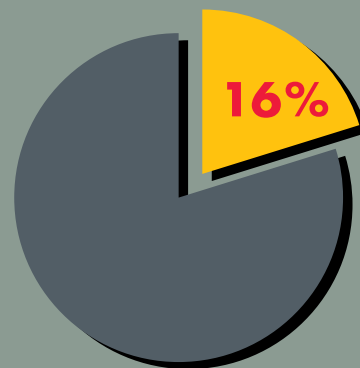
provides comprehensive range of sales and buying services, which include:

- Purchase and sale of all makes and models of used vehicles
- Sales of new vehicles from Hyundai, Chevrolet, Opel and Škoda.
- Wholesale of used vehicles
- Financial services including loans, credits, leasing, and insurance
- Road assistance and information services for motorists across Europe

AAA AUTO's share on the used cars market in the Czech Republic in 2006



AUTOCENTRUM AAA AUTO's share on the used cars market in Slovakia in 2006



## Our first-rate offer Includes:

- **24-hour guarantee of car exchange**  
Possibility of exchanging a car for another within 24 hours of purchase, without stating the reason.
- **Carlife insurance in the price of a car**  
Comprehensive insurance of mechanical and electrical defects covering all the main parts and components of a car.
- **15% discount in General Automobil garages**  
AAA AUTO customers are entitled to a 15% discount on servicing and spare parts in the whole of General Automobil network.
- **AAA AUTO logbook**  
Record of all works carried out within the scope of servicing in AAA AUTO, expert advice and other important practical information.





# cars are everything to us

We constantly keep expanding our range of services. Clients can choose the kind of purchase that best suits their needs. Just take your pick. We will look after the rest.

## History of AAA AUTO Group

- 1992** • Company founded for trading used vehicles.
- 1994** • Auto centre opened in Prague for purchasing and selling used vehicles.
- 1998 – 2001** • Purchasing network expanded by another 10 branches across the Czech Republic.
- 2000 – 2004** • Established sales centres in another 7 large cities in the Czech Republic.
- 2002** • Substantially extended portfolio of financing, insurance, and customer assistance services.
- 2003** • Established subsidiary company General Automobil – authorised dealer of new cars – authorised dealer for General Motors (Opel).  
• AAA Auto Group N.V. is a successor of Automobil Group B.V. – a limited liability company incorporated under Dutch Law by Founder's Deed on 12 December 2003.
- 2004** • AAA AUTO Group the largest dealer of used vehicles in Central Europe.  
• The company entered the Slovakian market.  
• AAA AUTO is ranged among the 100 Top Companies in the Czech Republic, in the category of leading non-financial institutions by revenue, in a chart compiled for 2006 by the CZECH TOP 100 association.
- 2005** • Authorised Škoda new car dealer.  
• Auto centre opened in Zlín, Czech Republic.  
• Auto centre opened in Bratislava, Slovakia.  
• Auto centre opened in České Budějovice, Czech Republic.  
• Auto centre opened in Bucharest, Romania.  
• Auto centres opened in Žilina and Košice, Slovakia.
- 2006** • Auto centre opened in Budapest, Hungary.  
• Auto centre opened in Warsaw, Poland.  
• Auto centre opened in Prešov, Slovakia.  
• Auto centre opened in Banská Bystrica, Slovakia.
- 2007** • Auto centre opened in Chomutov, Czech Republic.  
• Auto centre opened in Tábor, Czech Republic.  
• Auto centre opened in Łódź, Poland.  
• Auto centre opened in Pécs, Hungary.  
• Auto centre opened in Nitra, Slovakia.  
• Auto centre opened in Brasov, Romania.  
• Auto centre opened in Kolín, Czech Republic.  
• Auto centre opened in Budaörs, Hungary.  
• Auto centre opened in Hradec Králové, Czech Republic.  
• Auto centre opened in Trenčín, Slovakia.  
• Auto centre opened in Most, Czech Republic.  
• Auto centre opened in Lučenec, Slovakia.  
• Auto centre opened in Szeged, Hungary.  
• Auto centre opened in Miskolc, Hungary.  
• Auto centre opened in Katowice – Dobrowa Gornica, Poland.  
• Auto centre opened in Poprad, Slovakia.  
• Auto centre opened in Székesfehérvár, Hungary.  
• September - AAA Auto Group N. V. entered the Prague and Budapest Stock Exchange



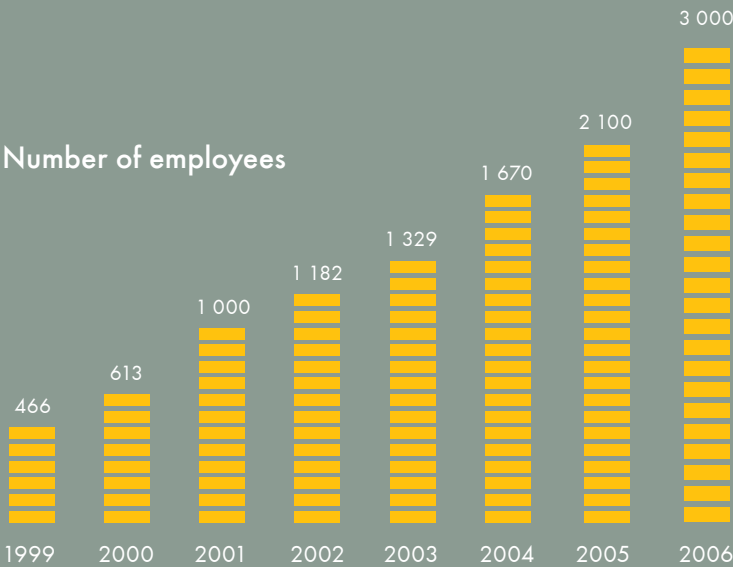
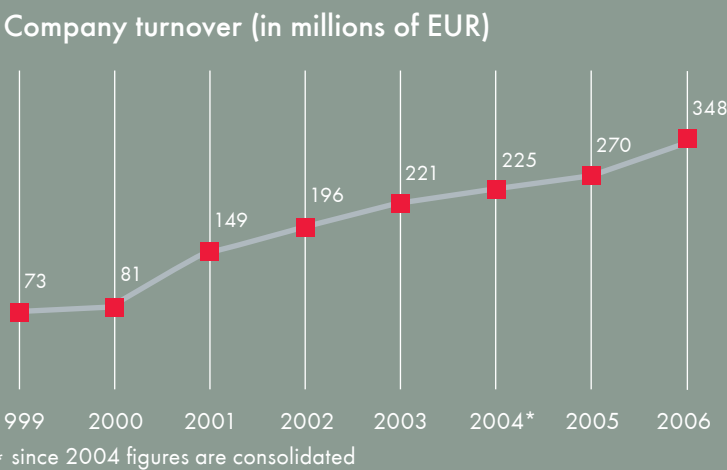
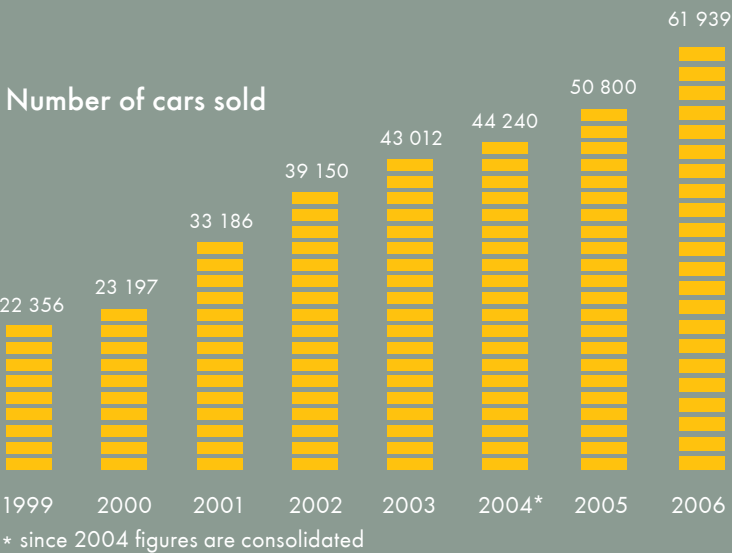
# cars are our business

We only do what is in the interest of the client and we are delighted you can appreciate it.



# AAA AUTO Group in numbers

Due to our constant growth we feel obliged to further improve our services and to strengthen our position as the number one dealer in the market.





# cars

are always with us

We use our experience, expertise, and business intuition to improve our range and services. Whilst everybody claims to be an expert on automobiles, our 15 years of experience affirm this claim.



## Management AAA AUTO Group

**Anthony James Denny**  
Chairman of the Board

Australian, graduate of the Horticultural College of Sydney, with more than twenty years of experience in motor vehicle sales in the Australian, European, and American markets. His native language is English and he speaks Czech as well.



**Matyáš Kořínek**  
Chief Operations Officer



**Karolína Topolová**  
Chief Operations Officer



**Jiří Trnka**  
Deputy to CEO



**Igor Mandík**  
Group Development Director



**Emmanuel Leonard**  
Chief Financial Officer



**Petr Vaněček**  
Group Buying Director



**Martin Emes**  
Stock and Pricing Director



**Milena Beránková**  
Group Company Operations Director



**Andrew Dean**  
Group Body and Service Director



**Vladimíra Jičínská**  
Group Legal Manager

## Branches

### Czech Republic:

Praha, Ostrava, Brno, České Budějovice, Zlín, Olomouc, Ústí n. Labem, Teplice, Chomutov, Pardubice, Tábor, Hradec Králové, Kolín, Plzeň, Most, Karlovy Vary, Liberec

### Slovakia:

Bratislava, Nitra, Trenčín, Žilina, Košice, Banská Bystrica, Prešov, Lučenec, Poprad

### Romania:

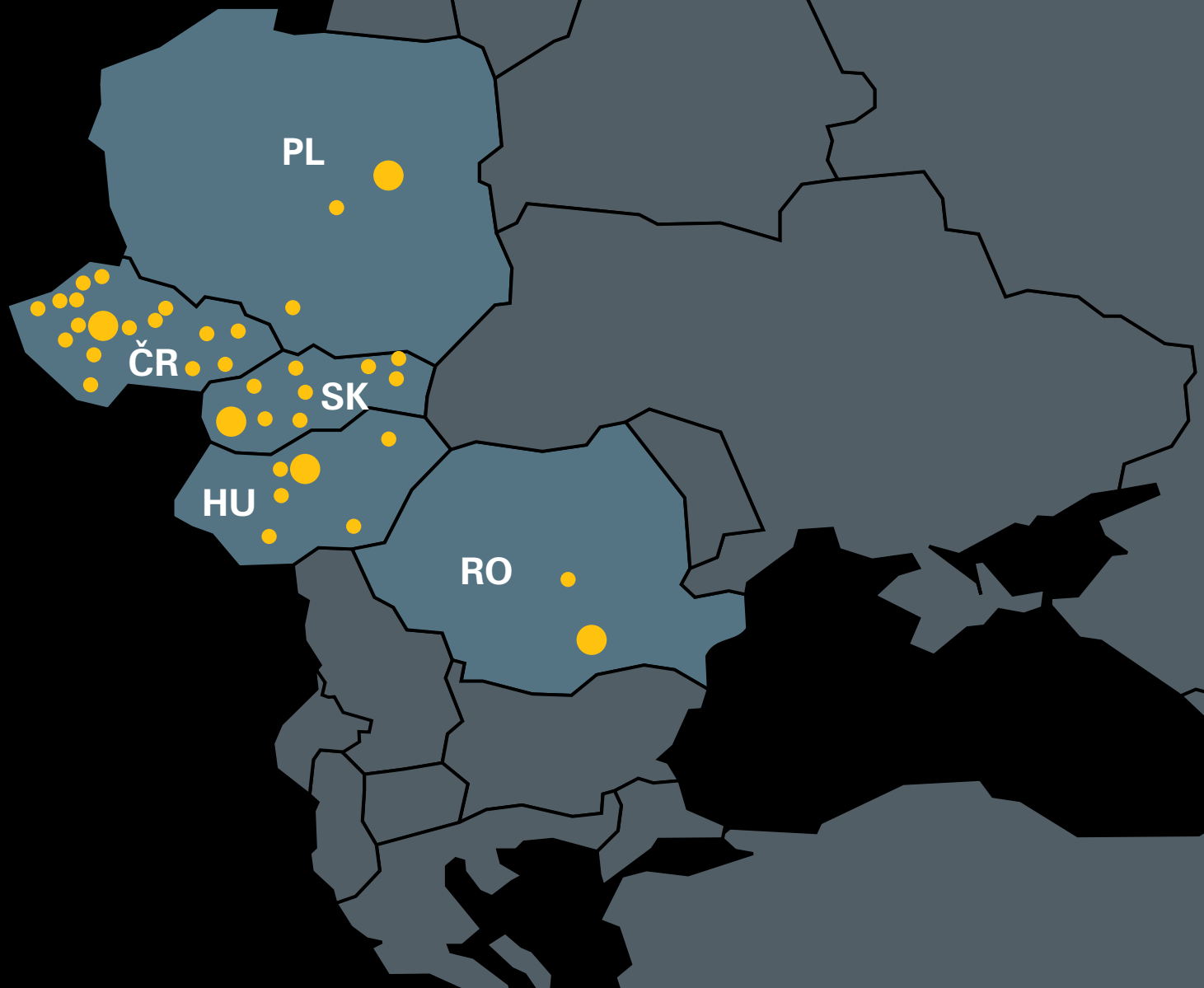
Bucharest, Brasov

### Hungary:

Budapest, Pécs, Budaörs, Széged, Miskolc, Székesfehérvár

### Poland:

Warsaw, Łódź, Katowice – Dobrowa Gornica



# AAA AUTO Group

## History

AAA AUTO Group began operating in 1992 when its owner, Anthony James Denny, started importing new cars from the USA to the Czech Republic. As the market potential for sales of new cars was limited at the time, a strategic decision was taken to specialize in used cars. High demand for used automobiles at the beginning of the 1990s triggered rapid growth throughout the sector, which, as a result, became more cultivated as regards business negotiations and contractual relations, the enforceability of the law was increased, and extra attention could be paid to customer care. Market structuring was a gradual process; the company's large-scale expansion from its very inception had a major impact on the conduct of customers and traders in the field of used-car dealing. This was reflected most manifestly in the first half of the 1990s, when the company started paying cash for all its car purchases.

The first AAA AUTO site was opened in 1994. During its 15 years of development, AAA AUTO Group has grown into 41 auto centres across the Czech Republic, Slovakia, Hungary, Romania and Poland.

In 2006, the AAA AUTO Group offered customers a daily average of 8,000 used cars in stock, each with a guarantee of its legal origin. Cooperation with numerous reputable insurance and financing partners has resulted in the availability of further services.

On September 2007, AAA Auto Group N. V. entered the Prague and Budapest Stock Exchange.

## Portfolio

For many years, AAA AUTO Group has been offering much more than just purchase and sale of used vehicles. Thanks to the cooperation between many renowned partners from the insurance and financial sectors, the company also provides the following services:

- **Leasing**
- **Back leasing**
- **Third party liability coverage**
- **Full comprehensive insurance**
- **Car Life Insurance of mechanical defects**
- **Credits and Loans**
- **Insurance of the ability to service the debt**
- **Credit Cards**
- **Roadside assistance**

[www.aaaauto.cz](http://www.aaaauto.cz)







## AAA AUTO Group's development

AAA AUTO Group opened its first branch in Slovakia towards the end of the year 2004, and in 2005 in Romania.

In 2006 the Group opened branches in Hungary and Poland.



## AUTOCENTRUM AAA AUTO in Slovakia

Operations in Slovakia continue their expanse. AAA AUTO is strengthening its position as the largest dealer of used cars in the country. After Bratislava, Žilina, and the makeover of the Košice branch into a full-fledged auto centre with complete services, the company has also started operating in Banská Bystrica, Prešov, Nitra, Lučenec, Trenčín and Poprad. Our customers can choose now from a total of 3000 cars.

## AAA AUTO in Romania

The Bucharest auto centre was opened on the 28th of October 2005. The initial demand outgrew expectations and nowadays the auto centre sells more than 3100 cars a year. The second branch was opened in April 2007 in the town of Brasov. From the summer of 2007 our customers can visit our new, fashionable and larger premises, the Bucharest auto centre.

## AAA AUTO in Hungary

The first auto centre was opened in Budapest in June 2006. Within the first four months it sold over 1000 cars, and the curve indicating the sales is still growing. In 2007, another auto centre was opened in Pécs, Budaörs, Szeged, Miskolc and Székesfehérvár.

## AAA AUTO in Poland

The first auto centre was opened in Warsaw in October 2006. The demand of clients and good selling results were in favour of our decision to further expand our operations even in the Polish market. The second auto centre was opened in April 2007 in Łódź and the third in Katowice – Dobrowa Gornica.





# AAA AUTO Group

car sales

The base indicator of the AAA AUTO Group's success is the number of vehicles sold. There were 61,939 cars sold in 2006, which means the year on year increase 21.9%. Dynamic expansion of AAA AUTO Group in the Central Europe also helped to the growth.

# AAA AUTO Group

The largest proportion of sales can be attributed to the Czech Republic. The Slovak sales results reveal significant year-on-year growth. For the first time, more than 10,000 vehicles were sold in Slovakia. The lower levels of sales at the new branches in Poland and Hungary are due to the fact that they did not open until the second half of 2006 and that sales are slow take off in the first few weeks. However, if the expectations and plans formed on the basis of the results reported in the first few months are met, in 2007 we should see gradual alignment with the share of sales recorded by the Czech Republic and other countries.

MARKET/YEAR	2006	2005	2004
CZECH REPUBLIC	43,460	42,060	43,085
SLOVAKIA	13,617	7,111	-
ROMANIA	3,121	941	-
HUNGARY	1,455	-	-
POLAND	286	-	-
HOLLAND	-	688	1,155
TOTAL	61,939	50,800	44,240







# General Automobil Group

Good brands deserve good treatment. We offer professional services with them, advanced servicing background, and helpful approach from our staff. Our extensive portfolio of brands is a significant competitive advantage for us.





## General Automobil, a. s.

General Automobil was established in 2003 to sell new cars. The company currently offers a complete range of Škoda and Opel cars. Besides the car sales, it also provides authorized brand service facilities and financial services. The individual dealerships are situated in Brno and Zlín. The wide range of clients of General Automobil consists of private individuals, sole traders, medium-sized and large companies, as well as national institutions.

General Automobil is a proactive company adapting its services to its clients' needs and taking care of their satisfaction. We take the customer through the whole process of purchasing a car to make sure they can choose from the largest stock, get optimal financial terms and quality service. The speed and efficiency of the sales process is what our clients appreciate.

## Portfolio

General Automobil offers a wide range of services including:

- **Škoda and Opel new car dealership**
- **Sales and service of complete model lines of pre-owned passenger vehicles**
- **Sales and service of complete model lines of pre-owned utility vehicles**
- **Warranty and after-warranty service**
- **Sales of original spare parts**
- **Fleet management**

In cooperation with renowned partners from the insurance and financial sectors, General Automobil also offers the following services:

- **Leasing**
- **Back leasing**
- **Loans and credits**
- **Third party liability coverage**
- **Full comprehensive insurance**
- **Credit cards**
- **Roadside assistance services**

[www.generalautomobil.cz](http://www.generalautomobil.cz)



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