



PRESS RELEASE

**Mobivia joins forces with Michelin to drive further growth in A.T.U,  
Germany's leading automotive services provider**

Lille and Clermont-Ferrand, February 12, 2018 – In a bid to drive further growth in its German automotive services provider A.T.U (Auto-Teile-Unger) and offer A.T.U customers a continually enhanced experience, Mobivia – the European leader in multi-brand vehicle servicing and parts – has joined forces with world leading tire manufacturer Michelin, which has acquired a 20% minority stake in A.T.U for a total amount of €60 million.

Mobivia and Michelin will combine their expertise in their respective historical markets in order to improve the customer experience and support the development of A.T.U in Germany, Austria and Switzerland.

Established in 1985, A.T.U today boasts the largest network of auto centers in Germany, which is Europe's leading auto aftermarket. The brand operates 577 auto centers in Germany, 25 in Austria and 6 in Switzerland.

A.T.U became part of the Mobivia group in December 2016, thereby enhancing Mobivia's coverage as a European provider of multi-brand servicing through its historical brands Norauto, Midas and Carter-Cash. Mobivia is today the leading auto maintenance and repair chain in Europe, with more than 2,030 workshops and retail outlets, more than 20,000 employees and total annual revenue of €2.7 billion (for the year ended September 30, 2017).

Michelin has over 110 years' experience in Germany and employs more than 8,600 people in the manufacture, sale and distribution of tires and associated services in the country. The partnership with Mobivia is an opportunity for the Michelin Group to expand access to markets for its products and offer an even richer customer experience alongside A.T.U.

**Olivier Melis, Chief Operating Officer of Mobivia:** *"In a changing auto industry, we believe that partnering with an industry leader will enable A.T.U to continue the renewal process that it began this year."*

**Jörn Werner, CEO of A.T.U:** *"Joining Mobivia set the stage for our transformation. Michelin's contribution will strengthen our momentum so that we can sustainably and effectively satisfy our customers, which is one of our priorities."*

**Yves Chapot, Executive Vice President Automotive Business Lines and Asia, Africa, India & the Middle East regions at the Michelin Group:** *“Mobivia, the benchmark vehicle servicing specialist in several European countries, has a track record of growth and constantly improved quality of service. With more than 110 years’ experience in these countries, Michelin is familiar with the needs of their consumers and the specific demands of their markets. That’s why we wanted to join forces, to improve the customer experience and showcase our mobility offerings.”*

The completion of the agreement remains subject to the approval of the competent anti-trust authorities.

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### **About Mobivia**

Mobivia, the European leader in multi-brand vehicle servicing and parts, brings together companies united by a single mission: making mobility easier. Every day, through its 33 brands (own brands + investments in startups) located in 19 countries, Mobivia’s 21,000 employees undertake to offer their customers innovative solutions that meet their mobility needs: making journeys simpler, cleaner and safer while also reducing their cost.

Today, Mobivia is at the forefront of automotive maintenance and repair in Europe, with more than 2,030 workshops and retail outlets under its own brands (Norauto, A.T.U, Midas, Carter-Cash, etc.). Mobivia is also recognized as the leading player in new mobility through its business accelerator Via ID which supports start-ups dedicated to shared, connected and urban mobility.

[www.mobivia.com](http://www.mobivia.com)

On Twitter: [@Mobivia](https://twitter.com/Mobivia)

### **About Michelin**

Michelin, the leading tire company, is dedicated to enhancing its clients’ mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients’ needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 111,700 employees and operates 68 production facilities in 17 countries which together produced 187 million tires in 2016.

[www.michelin.com](http://www.michelin.com)

### **About A.T.U**

A.T.U is the market leader in Germany for automotive service. Since its establishment in 1985, the company has enjoyed dynamic development. Headquartered in Weiden i.d. Oberpfalz, Germany, A.T.U operates over 600 branches across Germany, Austria, and Switzerland, and has approximately 10,000 employees.

The A.T.U business model is based on a combination of master workshops and integrated motorists’ shops. At all of its locations, A.T.U offers a broad range of mobility related accessories and spare parts of OEM quality.

As it is independent of any brands, A.T.U can offer product solutions which are adapted to the individual customer's needs. The A.T.U master workshops are equipped with state-of-the-art technology and offer comprehensive service, maintenance, and repair services, including Smart Repair, an innovative paintwork repair system, along with its vehicle glass service, for all brands.

[www.atu.de](http://www.atu.de)

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