

ASTARA GLOBAL

A mobility company driven by people, supported by smart technology.

The Spanish company offers its customers a wide range of products and services for individual mobility. This is also expressed by the new name Astara, which the company has been using since the end of 2021 to further develop, expand and, in particular, strengthen its activities in this area in Europe. The company belongs to the Spanish Bergé Group with around 4'500 employees. It developed since 1979 mainly under the name of Bergé Auto. Spain and Portugal were followed by expansion and development in South America, other European countries and the Philippines.

Jorge Navea Attorasagasti, CEO of Astara



"With our experience and view on the evolution of mobility, we are able to continuously adapt and also shape the change of trends, technologies and needs. We owe all this to a diverse and talented team of more than 25 nationalities with different backgrounds such as engineers, marketing experts or IT specialists who are always ready to find the best solutions."

Facts and figures (as of May 2022)

Organization	Headquartered in Madrid, with a global Experience Center
Sales	4 billion Euro (2021)
Sales target	200'000 vehicles per year (2022)
Team	2'500 employees at Astara

Presence	in 19 countries in Europe (Spain incl. Canary Islands, Germany, Portugal, Austria, Belgium, Finland, Luxembourg, Netherlands, Poland, Sweden, Switzerland, Czech Republic, Slovakia), Latin America (Argentina, Chile, Colombia, Peru, Bolivia) and Southeast Asia (Philippines):
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Distribution of Link	30 brands www.astara.com
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Geographical presence & brands



Astara - one brand, one ecosystem

Astara developed a dynamic business ecosystem with key areas such as auto retail, mobility solutions, connectivity and smart data solutions.



Car trade

Astara is committed to long-term relationships with the world's leading automotive manufacturers. The goal is to grow the brands Astara serves. The way to achieve this is through a new buying and customer experience, with tailored and modern mobility solutions.

Flexible mobility solutions

Astara accompanies and shapes the rapid and profound change in mobility with flexible offers and solutions, from vehicle ownership to pure mobility use. The traditional ownership model covers the transport and acquisition of vehicles by individuals and companies. Subscription models meet individual needs, depending on factors such as seasonality, trends and workload.

Connectivity

Astara also sees vehicle connectivity as a way and means to efficient mobility solutions. The company's various mobility models converge at Astara in an ecosystem that combines data and information. With these connected services, Astara can help its customers use vehicles efficiently and economically.

Intelligent data solutions

With the Digital Competitiveness Index® (DCI), Astara offers automotive brands the opportunity to measure themselves in the market environment in 7 categories and with more than 60 different digital marketing KPI's and position themselves accordingly. In doing so, the company covers everything from demand assessment processes to platform integrations, product and system innovations, customized on-demand solutions, apps to improve customer engagement, and technologies to help companies develop more efficient processes. The unifying tool for this is called Astara B4 Brain. And with Astara Level 4, the company develops consulting programs to support the growth of other companies in the global mobility business.

A large, light grey version of the ASTARA logo, centered on the page.

ASTARA CENTRAL EUROPE

Maximum service and intelligent mobility solutions bring Astara's values directly to the customer.

Astara Central Europe was created at the beginning of 2022 with the change of name from Bergé Auto to Astara, in parallel with the company's expansion in Switzerland and Austria. Astara Central Europe today includes the companies ASTARA MOBILITY Switzerland AG, based in Dietlikon, and ASTARA MOBILITY Austria GmbH, based in Vienna.

Veljko Belamaric, Managing Director Astara Central Europe



"Our development in recent months shows the dynamism with which Astara is on the move. Astara Central Europe is now the third-largest automotive group in Switzerland. But we don't define ourselves by this size, but by the people and the teams that are there for our customers. Hyundai's success in the past is due to a combination of state-of-the-art technologies, high product quality and proximity to customers. With Astara Central Europe, we are expanding these values even further, combined with state-of-the-art mobility solutions, high efficiency and proximity to our customers. In Switzerland, for example, we will be launching a new era of mobility as early as late fall of this year - with the innovative ASTARA MOVE mobility solution. Let us surprise you!"

Facts and figures (as of September 2022)

Organization	Headquarters in Dietlikon (ZH)
Sales target	over 30'000 vehicles per year (2022), of which 28'000 in Switzerland
Team	106 employees at Astara Mobility Switzerland, 97 at Astara Ital Switzerland AG (excluding dealer network and partner companies)
Dealer network	Switzerland: 207 locations Austria: 109 locations, with national headquarters in Vienna

Brands	ASTARA MOBILITY Switzerland AG
	Hyundai (Hyundai Suisse) Nissan (Nissan Switzerland) Abarth, Alfa Romeo, Fiat, Fiat Professional, Jeep (Astara Ital Mobility AG) SsangYong, Maxus, Aiways (Alcomotive Switzerland) www.hyundai.ch ; www.nissan.ch www.fiat.ch , www.fiatprofessional.com/ch www.alfaromeo.ch www.jeep.ch www.ssangyong.ch www.maxusmotors.ch www.ai-ways.eu
	ASTARA MOBILITY Austria GmbH
	Nissan (Nissan Austria) www.nissan.at

ASTARA MOBILITY SWITZERLAND AG

Hyundai Suisse

Over the past thirty years, Hyundai has developed into a brand that specifically geared its products to European needs and requirements - including vehicle production in Nosovice, Czech Republic, the design and development center in Rüsselsheim, the test center at the Nürburgring, and the early introduction of a 5-year factory warranty.

In Switzerland today, Hyundai offers a wide range of state-of-the-art vehicles in almost all segments and with the most modern engines, from economical gasoline and diesel engines and high-performance engines in the N models to all forms of hybrid drive and all-electric drive systems, including the hydrogen-electric vehicle Nexa.



Yousef Beanchour, Brand Director of Hyundai Suisse: *"Hyundai is today transforming itself from a vehicle manufacturer to a provider of smart mobility solutions and accelerating its electrification strategy to become the world's leading electric vehicle manufacturer. This is a perfect fit with Astara's goals and with our nationwide dealer network, which will enable us to deliver on our promise of customer proximity in the future."*

Nissan Switzerland

Nissan is one of the longest established brands in Switzerland. Over the past decade, the brand has taken a pioneering role in the development of new electric mobility worldwide and also in Switzerland, and is now opening up a next era in the electric SUV segment with the new Ariya. With the Navara pick-up, minibuses, small delivery vehicles and panel vans up to 3.5 tons, Nissan also offers a wide range of products for trade, industry and commerce - an area in which Nissan has traditionally had a strong foothold. In Switzerland, Nissan's sales and spare parts business switched to Astara Switzerland at the beginning of 2022.



Michel Jansen, Brand Director of Nissan Switzerland: *"With Astara Switzerland, we have a perfect starting position to introduce our new products in line with the market and to expand the services - together with our dealer network. In addition, we can draw on a professionally managed fleet department at Astara Switzerland, with which we will also further expand the range of services for our clientele from trade, commerce and industry."*

Astara Itat Mobility AG

With Abarth, Alfa Romeo, Fiat, Fiat Professional, and Jeep, Astara Switzerland has been offering a portfolio of brands and services since the beginning of 2022 that have been established in Switzerland for many decades and count on a loyal clientele. All brands have in common the new focus on sustainable mobility, which the company combines with the emotional appearance of the various models and icons. With Fiat Professional, the company also offers a comprehensive range of services for fleet customers.



Thomas Odier, Country Manager of Astara Itat Mobility AG: *"The move to Astara is an important step in the development of Stellantis' business strategy, which will make our distribution structure in Switzerland more agile, efficient and therefore more competitive, while keeping the focus on customers."*

Alcomotive Switzerland

Alcomotive Switzerland, a joint venture between Astara (formerly Bergé Auto) and the Belgian company Alcopa) distributes the SsangYong, Maxus and Aiways brands in Switzerland.

SsangYong offers a range of high-quality SUVs in Switzerland, from the compact Tivoli to the Korando and Korando e-Motion to the large Rexton. The brand is aimed at a clientele that combines individuality with a high demand for quality and an advantageous price-performance ratio.

Maxus belongs to the Chinese group SAIC Motor, the largest automotive manufacturer in China. With the EV80, the eDELIVER3 and the eDELIVER9, Maxus is focusing on the fast-growing market for electric commercial vehicles up to 3.5 tons in Switzerland.

Aiways was founded in 2017 by two Chinese entrepreneurs, Samuel Fu and Gary Gu, as a startup with the ambition to solve the mobility problems of the future and to help shape further developments and advances in the automotive industry. With the U5, Aiways currently offers a long-range electric SUV, while the next model, the Aiways U6 ION has already been presented to the concept.



Marc Brunner, Country Manager for SsangYong, Maxus and Aiways: *"With these three brands, we are operating in very specific market segments in Switzerland, all of which promise great development potential. This makes it all the more important for customers to know that they can count on Astara Switzerland as a strong partner in the background, one that stands up for these brands and ensures that quality, the spare parts business and also dealer support are guaranteed at Swiss level."*

ASTARA MOVE

Individual mobility for all

Actually, it should be called mobility "à la carte". Astara Mobility Switzerland will be the first country in the world to introduce the innovative ASTARA MOVE mobility solution in 2023.

Behind this new label is probably the most modern form of individual, personal mobility. With ASTARA MOVE, customers will be able to plan and organize their mobility on the road on a monthly basis:

- With a fair monthly flat rate that includes everything except fuel costs (insurance, license plate, service and repairs).
- With the possibility of changing the vehicle within 1 month
- With the selection from the entire range of brands and models offered by Astara Mobility Switzerland SA: Hyundai, Nissan, Abarth, Alfa Romeo, Fiat, Jeep, SsangYong, Maxus and Aiways.

The latest information on this innovative mobility service is available at www.astara.com

About Astara

Astara is an innovative mobility company with an estimated turnover of 5.5 billion euros in 2022, active worldwide with its broad portfolio of services and products. For more information about Astara, please visit: www.astara.com.

You can follow Salesforce news on their [Twitter account](#) and [blog](#).

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