

Astara offers new ways of mobility with the launch of Astara Move & Store in Switzerland

Zurich, November 7th, 2022 – Astara Switzerland announces the launch of Astara Move and Astara Store, two new offers that open up new ways of mobility to its Swiss customers. The new services, that will be presented at the Auto Zürich Car Show 2022, prove Astara's ability to constantly evolve and adapt to the ever-changing technologies, trends, and users' needs.

Astara Move, is a flexible subscription model that adapts to all customers' ever-changing needs, paperwork-free and with all costs included; while **Astara Store** brings an end-to-end retail experience to a digital environment, with a wide catalog and a fully personalized service.

With this announcement, Astara Switzerland also reinforces its presence at the Auto Zürich Car Show 2022, where it will be present for the first time representing all the group's brands under the same roof: Abarth, Aiyways, Alfa Romeo, Fiat, Hyundai, Jeep, Maxus, Nissan, SsangYong.

Jorge Navea, CEO of Astara Global, said: *"We are delighted to bring exciting novelties to Switzerland with the launch of Astara Move and Astara Store. With these new services we are leading the way in the next era of personalized automobility, always with customer service at the forefront. Astara Move and Store show how we are addressing the changes in society now and in the future, and how we are using new, innovative forms to ensure that our customers can enjoy their own personal, best form of mobility."*

Astara Move: the right car at the right moment

Astara Move is a subscription model that offers personal pay-per-use mobility services for individuals and organizations, including combined subscription and multimodal sharing services. In this line, Astara Move covers the gap between short-term rent-a-car and long-term renting, in order to provide a true flexible mobility solution that adapts to people's needs, and not the other way around.

Its monthly car subscription allows the free choice and change of model or brand at a fixed price per month and includes all costs, from enrollment, insurance, tires, repair, to assistance around the clock and maintenance.

Veljko Belamaric, Managing Director of Astara Central Europe: *"There are good reasons why Central Europe launches this new service. With Astara Move, customers no longer have to decide when and for how long they want to drive which brand, model or type of vehicle, and this can add incredible value to their daily lives. We offer Astara Move across all brands in our portfolio right from the start, and we also have a strong dealer network covering the entire region. With Abarth, Aiyways, Alfa Romeo, Fiat, Hyundai, Jeep, Maxus, Nissan, SsangYong and our fleet service provider Fiat Professional, we are as well positioned as we are broad. This makes Astara Move even more valuable and interesting for our clients."*

Sylvain Jeanroy, project manager of Astara Move in Switzerland, explains: *"The offer is unique on the market. It starts with a selection from our entire portfolio in Switzerland and we then take everything off the customer's hands – including administration –, offer a fixed monthly price and no down payment. With this monthly subscription, the brand and model can be changed flexibly at the customers' convenience."*

Astara Store: buy your perfect car from home in 7 minutes

In addition to Astara Move, the company will launch Astara Store, an online dealer that aims to deliver an end-to-end retail, enhancing digital experience for users and businesses. Astara Store offers a wide catalog of both new and second-hand vehicles where users can test, request live videos, finance, buy and receive specific models, all from home, allowing third parties to sell vehicles in just a few minutes. In fact, the fully personalized process allows the purchase to be completed in the most simple and fast way – with a track record of 7 minutes to date!

The service also allows the user to choose the payment method that best suits them and delivers the car in 15 days.

Veljko Belamaric, Managing Director of Astara Central Europe: *"With Astara Store, we are opening up a new shopping experience for our customers that "picks them up" and accompanies them both informatively and emotionally. Thus, we support our customers throughout the entire purchase journey, from the selection and configuration of the most suitable or desired product, to the additional new services, and all financial-related questions."*

Astara responds to the new challenges of mobility and, in particular, to the new needs and mobility behavior of customers worldwide. Today, the company is present in 17 countries in Europe, Latinamerica and Southeast Asia with a solid distribution network and a broad portfolio of mobility-related services, always with innovation, personalization and customer orientation at the forefront.

More information about Astara Store is available through the local distributor or via www.astara.com.

In addition, from the opening of Auto Zürich, on Nov. 10, 2022, all those interested in Astara Move will also be able to sign up directly on site or via www.astara.com to receive the latest information on an ongoing basis.

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.

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