PRESS RELEASE

## 13/01/2023

**THE GROWTH ON BELGIAN MARKET IS MAINLY IN THE HIGH-END SEGMENTS**

The statistics are clear: the more expensive the models, the stronger the growth. The latest market insights on supercar market shows growth rates that are nothing short of spectacular and D’Ieteren has a clear legitimacy in this segment with almost 50% Market Share with brands like Porsche, Bentley, Lamborghini and, more recently, Maserati in Portfolio.

However, for some small manufacturers, the entry price is well above 1,000,000€. There, Bugatti or Rimac come to mind. In the end, this is the segment for tailor-made cars and very limited editions.

D’IETEREN UNVEILS   
DIETEREN LUXURY PERFORMANCE:

The House of World’s Most Exclusive Car Brands

## D’Ieteren (BSX: DIE) unveils an additional division within its retail organisation: D’Ieteren Luxury Performance. Including a new identity, reflecting company's redefined strategy for its Luxury Car Brand mandates, D’Ieteren Luxury Performance's look and feel represents the commitment to deliver best Client Experience with World’s Most Exclusive and Desired Car Brand including Porsche, Bentley, Lamborghini, Bugatti, Rimac and Maserati (in Antwerp) on the Belgian, and for Selected Brand, Luxembourg Market.

UNMATCHED EXPERIENCE

With an unmatched experience of Luxury Car Brand Distribution since decades, currently composed of 6 Official Porsche Centers, 3 Bentley Dealers, 2 Lamborghini Dealers, 1 Maserati Dealer and the exclusive BELUX distribution for hypercar brands Bugatti and Rimac, D’Ieteren Luxury Performance aims to offer a full suite of facilities, ideally located nationally, new, used, classic sales, services and financial advantages to its most demanding Clients with the clear focus on enhancing their Personal Experience within the D’Ieteren Luxury Performance network, both digitally and physically.

ULTIMATE BRAND EXPERIENCE

"While the business of luxury cars has dramatically transformed over the past few years, it became clear that perceptions of the D’Ieteren company had to evolve at the same pace in order to maintain its undisputable leader position in the Luxury Car Market," said Eric Cortois, Managing Director of D’Ieteren Luxury Performance.

"The new D’Ieteren Luxury Performance offer marks a clear focus on delivering an ultimate brand experience both inside the company and out, with a strategy focused on delivering the highest quality possible, to anticipate the most stringent demand while getting along with nowadays world’s priority towards more sustainability. D’Ieteren Luxury Performance's core values of delivering ultimate client experience, respect for the Planet\* and the People and value entrepreneurship, along with a clear go to market strategy, will power the transformation of the Belgian Market for Luxury Car Brands as we partner with latest OEM’s standards and our key service partners to better understand, answer and adapt to the new Luxury Cars and Brands Consumers, generation Z and Y, more demanding in substance, sustainable vision and personalized experience."

MOVE THE LUXURY AND PERFORMANCE EXPERIENCE TO THE NEXT LEVEL

The new brand identity will be unveiled during 2023’s 100th Brussels Motor Show edition, which will be held January 13 – 22, in Brussels’ Heysel, Palace 11. Evidences showcasing the elements of the new division will be prominently displayed on dedicated digital medias, live Events and reserved areas of D’Ieteren largest’ retail facilities. D’Ieteren Luxury Performance will also be present during several key national and international events which will feature the new logo, images and colours, in line with the division's core customer values and brand identity.

Initial elements of D’Ieteren Luxury Performance division include:

Dedicated Logo: As a prominent representation of the Luxury and Performance division, car, brand and people, the new logo is prestigious, luxurious and smart. Inspired by D’Ieteren ‘s apostrophe, the forms come together subtly to create an elegant, yet powerful, forward looking movement.

Dedicated Brand Colours: The multitude of very exclusive colours made of Black, White, Platinum and Bronze speaks to the richness of distributed Luxury Car Brands, all working together to move the Luxury Experience and Performance to the next level.

An inclusive statement, too.

Dedicated Communication Channels, Service Portfolio and Exclusive Events

The New Division Purpose Statement is:

**The House of World’s Most Exclusive Car Brands.**

\*While it could be paradoxal to evoque Planet with Luxury Cars, D’Ieteren and the Manufacturers have undertaken serious and concrete initiatives towards sustainability:

-Bentley Beyond 100 Strategy: <https://www.bentleymedia.com/en/beyond100>

-Lamborghini Direzione Cor Tauri: <https://www.lamborghini.com/en-en/news/lamborghini-announces-its-roadmap-for-electrification-direzione-cor-tauri>

-Porsche Mission Zero: <https://newsroom.porsche.com/en/2022/company/porsche-annual-press-conference-financial-year-2021-annual-and-sustainability-report-27739.html>  
- D’Ieteren Group: <https://www.dieterengroup.com/sustainability-approach>

About D’Ieteren:

Our aim is to improve the lives of our fellow Belgians through fluid, accessible and sustainable mobility. D’Ieteren is a socially responsible, family-owned company. For 215 years it has been tirelessly seeking out and deploying mobility solutions that transform everyday mobility for all. As a resolutely forward-looking company, we are continually expanding our range of mobility products and services that go well beyond selling and distributing cars.

D'Ieteren Automotive is Volkswagen Group's official importer in Belgium, distributing Volkswagen, Audi, SEAT, ŠKODA, Bentley, Lamborghini, Bugatti, Rimac, Microlino and Porsche vehicles, as well as spare parts and accessories. There are approximately 1.2 million Volkswagen Group vehicles in circulation in Belgium, representing a market share of nearly 24%.

D'Ieteren Automotive operates a solid network of independent dealerships across the country and directly operates key dealerships along the Brussels-Mechelen-Antwerp corridor.

To supplement its offering, the company also sells used vehicles (MyWay and Audi *Approved+*) and provides maintenance, financing and leasing services via VDFin, a joint subsidiary with Volkswagen Financial Services.

D'Ieteren also develops multiple mobility solutions that go beyond the car thanks to its Lab-Box studio, including Poppy car-sharing service, HUSH for self-driving car shuttles, MyMove for managing car-sharing vehicle fleets and Taxis Verts. EDI (Electric by D’Ieteren) markets charging solutions for electric cars. The acquisition of Go-Solar, active in solar panels, enables EDI to offer a new global electric charging ecosystem for both cars and domestic uses.

D'Ieteren recently entered the bicycle sector with its Lucien brand. It aims to play a leading role as a distributor of two-wheeled vehicles in Belgium.