

# AUTODISTRIBUTION FRANCE: THE AD NETWORK'S NEW GOALS



The AD Network, which gathered at a conference in Malta between 27 and 30 September, has revealed the retail brand's new promise, "AD is a sure bet", and the business opportunities that the retail brand wishes to develop.

During an "extraordinary show of force" (to use the words spoken by Stéphane Antiglio, the Chairman of Parts Holding Europe, formerly Autodis Group) the Group gathered all of the members of the AD Networks, including mechanics (Garage AD and Garage AD Expert), bodywork (AD Carrosserie) and heavy goods vehicles (AD Poids Lourds). A total of 3,500 people, who represent 70% of the AD companies, had travelled to this island of 40,000 inhabitants in the Mediterranean, in order to find out about the "Preference 2022" development plan, which will be rolled out as from January 2019.

This plan, which succeeds the "Reference 2018" plan presented in 2014, will include increased communications, inter alia, thanks to a television advertising budget of €5 million for 2019, in order to increase awareness of the network, and convey the evidence of its new promise to the general public:

- a "lifetime guarantee" for bodywork, and a refunded "counter inspection";
- a "definite upgrade to current standards" for services as part of environmentally-friendly maintenance (Eco-Entretien). Eco-Entretien is an initiative launched by AEE – Association de l'Eco-entretien (Environmentally-Friendly Maintenance Association) of

which the AD Network in France forms part, and which is intended to help the oldest vehicles pass the new WLTP (Worldwide harmonized Light vehicle Test Procedure) checks ([www.ecoentretien.eu](http://www.ecoentretien.eu)). The AD Network is aiming to have 500 AD garages with Environmentally-Friendly Maintenance certification (i.e. one quarter of the network), and over 1,000 by the end of 2019. According to Eddy Albert, the Head of the Light Vehicle Mechanics Networks, the challenge amounts to revenues of €23 million.

- A 5-year guarantee for any services performed in the AD Network following a meeting booked on the AD.fr online platform.

**The central Autodistribution facility is continuing to enhance its product and service offering.**



Accordingly, Autodistribution has revealed a new exclusive agreement signed with the Leao Tyre tyre brand (owned by the Chinese Ling Long Group), the setting up of a renovation service for electrical equipment (with a specialist based in Nantes), and a range of spare parts for re-use (with Opisto.fr).

Opportunities for diversification are being offered to the Network, including glass (Glass Auto service), the sale of new and second-hand cars (CarGroup, Elite Auto), as well as a national long-term car hire offering dedicated to VSCs and SMCs.

The AD Network also wants to enter the maintenance market for long-term hire vehicles, by offering major multi-brand car hire companies national fixed-rates and centralised invoicing, as is already the case in the bodywork business, and especially at AD.







## New IT and digital tools



The Group is also investing heavily in digital technology and IT, in order to develop its network. A new management tool, ADMS 360 (with Fiducial), which interfaces with the Autossimo online booking website and online estimate websites (AD.fr and IDgarages.com), is

currently being rolled out. The aim is to equip 25% of the network with this service in 2019, and 100% by 2022. The service will be linked to an interactive receipt tablet, in order to save time and encourage additional sales.

The Group's online ordering website, Autossimo, has also been renewed, including a simplified search engine, and the inclusion of Cora bodywork parts as from the first quarter of 2019.



**Stéphane Antiglo, Chairman of Parts Holding Europe, summed up the Preference 2022 Plan in one sentence: "Autodistribution's job is not only to sell you spare parts as well as possible, but also to help you to develop and ensure the long-term future of your business".**

