



AD goes ADRIA



To most people, Croatia is a well known tourist destination with a beautiful seaside. But, from January 1st it is also known to spare parts professionals around the world, thanks to the entrance of the CIAK Group into ADI.

Croatia today has around 4.5 million inhabitants and a car park of 1.45 million passenger cars aged in average 12,8 years. AD Adria is represented in Croatia through the CIAK Group, with companies CIAK, CIAK Auto, CIAK Truck and Grioss as new members of AD Adria.

CIAK Group was founded in 1994. and is headquartered in Zagreb, Croatia. The group is currently present with distribution of spare parts for passenger cars in Croatia through an integrated network of 46 own shops, as well as 9 own workshops. With innovative IT solutions, large fleet of owned vehicles which are always on the clock, a highly performing central warehouse and a large sales team, CIAK Auto is everywhere and growing fast. When it comes to the CV programme, the group is present in Croatia with 9 business units, in Bosnia and Herzegovina with 3 business units and in Slovenia with 1 business unit. Apart from spare parts distribution, the group is also present in Serbia, Slovenia and Bosnia and Herzegovina for over a decade through its companies CIAK Serbia, CIAK Slovenia and CIAK Sarajevo. Currently the main business line for those companies is wholesale of batteries, lubricants and car accessories, with developments in PC and CV parts distribution to come in the following years.

In 2015 CIAK went over 700 employees and 85 million EUR turnover, out of which 50 million EUR was made in the automotive segment while the rest is based in the „Ecology sector“, where CIAK plays a key role in management of hazardous waste. „A good foundation for future growth has been made in the last few years“, is a sentence well received, coming from the CIAK group owner Mr. Ivan Leko. „As a spare parts distributor, our goal is to offer the best possible service to all customer levels, operating both B2B and B2C, in all the countries where we are natively present. And by joining the ADI family, we believe we can leverage on the know-how and instruments provided to us.“, reports Mr. Leko. „Tools and knowledge that the ADI family offers, including the AD Garage service concept, knowledge base, experience from other successful distributors, etc., is something that is vital for our future strong growth. We are glad to have found an organisation which is perfectly aligned





with our way of doing business, and we have the ambition of becoming the first distributor of PC and CV parts that covers our whole region“.



Central Warehouse

Croatia (HR)



Capital: Zagreb
 Country size (km²): 56.594
 Inhabitants: 4.464.844
 Pop /Km²: 78,89
 Car Park (PC): 1.448.299
 Pers / PC: 3,08

Bosnia & Herzegovina (BA)



Capital: Sarajevo
 Country size (km²): 51.197
 Inhabitants: 3.867.055
 Pop /Km²: 75,53
 Car Park (PC): 890.000
 Pers / PC: 4,35

Serbia (RS)



Capital: Belgrade
 Country size (km²): 77.474
 Inhabitants: 7.176.794
 Pop /Km²: 92,63
 Car Park (PC): 1.770.000
 Pers / PC: 4,05

Slovenia (SI)



Capital: Ljubljana
 Country size (km²): 20.273
 Inhabitants: 1.983.412
 Pop /Km²: 97,84
 Car Park (PC): 1.063.795
 Pers / PC: 1,86

Eure!Car, innovative IT services and the introduction of the AD Garage service concept are some of the many tools that AD Adria plans to use to become spare parts distributor no1 in the region by 2020, and with the support of the ADI central office as well as the whole ADI family, we are confident that AD Adria will play a key role in the SE Europe.