

Moscow, 9 February 2011

ROLF Group to present its 2010 results

“The year 2010 was complex and interesting”, said Igor Salita, ROLF Group CEO at the annual press-conference held on the 9th of February in Moscow. The most complicated factor we dealt with was market turbulence which strongly influenced all ROLF businesses, though all the divisions of the company were successful in their achievements.

ROLF Retail division sold 42 362 new vehicles showing 9% growth in 2010 compared to 2009 and retained its 4% market share of foreign brand new car sales in Russia. “Audi Center Sever”, part of ROLF Retail, became the leader in new Audi sales in Russia for the first time. “ROLF Khimki” obtained 1st place in Russia in Mazda sales. BlueFish division, responsible for used cars sales, increased its sales by 17% compared to the previous period.

In 2010, ROLF Retail opened “Toyota Center Yasenevo”, the biggest Toyota dealership in Europe, and also added Skoda to its brand portfolio in Moscow – the new “Avtocenter Magistralniy” started its operations on the 1st January 2011.

The previous year was very successful for ROLF’s logistics business, ROLF SCS, especially in terms of signing new contracts with major partners such as Porsche and VW Group. The contract with Mercedes-Benz was prolonged for a further 3 years. In addition, within the framework of its contract with Sollers, ROLF SCS opened its own terminal in Naberezhnye Chelny which has maximum capacity of 500 vehicles at any one time.

“We Love Parts”, the spare parts distribution business, has been developing its relationship with new categories of partners and pushing forward online sales. Furthermore, “We Love Parts” has been actively working on the improvement of customer service which is strategically important for all ROLF businesses. As part of this strategy, “We Love Parts” opened its regional warehouse in Yekaterinburg. This is the second regional warehouse (the first is located in St-Petersburg) and its opening has allowed ROLF to reduce the terms of delivery for Ural Federal District by 2-3 times.

The federal after warranty service network “White Service” launched in December 2009 grew to 70 stations in 46 Russian cities and serviced 14 433 clients in 2010. Up to the current moment, “White Service” has been developing on the basis of partners’ stations. The first of ROLF’s own stand alone “White Service” station will be opened in March 2011. The station will be managed by a representative of our partner Kwik Fit, British service network.

ROLF experts expect 2,23 mln. new vehicles to be sold in 2011, including 1,55 mln. of foreign brand new cars.

ROLF Retail plans to sell 61 492 new cars in 2011 and achieve the growth of 44% compared to the previous year through higher effectiveness of all business procedures and higher level of customer service. The company also plans to open its Lexus dealership in Spring 2011.

The year 2011, when ROLF Group will be celebrating its twentieth anniversary, is expected to be a year of higher effectiveness for all ROLF businesses.

“Leadership in all the market segments we work in will be the key priority for ROLF, - said Igor Salita. – When speaking about leadership we do not mean only sales volumes or financial performance but also and above all the highest level of customer service”.