



ROLF Launches Used Car Sales Through “BlueFish”

Strategic Partnership with Alfa Bank

Moscow, Russia, June 18, 2007 — ROLF, Russia’s leading automotive business specializing in the sale of new foreign car brands, has officially launched used car sales through its BlueFish project.

BlueFish has been set up to capture the growing demand for hassle-free, quality-approved used cars in the Russian market. The testing period, which will last for two months in three Rolf dealerships, including Rolf-Khimki, Rolf-Diamant and Rolf-Yug, will be the final stage before BlueFish is launched nationally.

“We have conducted very thorough analysis of the Russian used-car market and are confident that we can make the process more simple and convenient for our clients,” said BlueFish General Director Grigory Ratts. “Currently most of used cars are sold via newspapers, the Internet and in markets where the pricing process is not very clear. In addition, there is still huge pent-up demand for used cars in Russia. We are certain that we will improve the situation.”

During the project’s test phase, clients will be able to trade in their old Mitsubishi Lancer and Outlander cars for new ones. In due course, the programme will be expanded to include the majority of cars sold through Rolf dealerships.

The “Safe, Easy, Fast” concept is captured perfectly by the BlueFish website, which allows clients to use a special calculator to get an instant and relatively accurate estimate of the value of their car, depending on the model, its age, mileage and condition.

The estimate is subsequently revised by Rolf, who within 90 minutes provide a final valuation to the client based on 49 different criteria.

For those looking to buy a BlueFish car, the available stock is displayed on the website along with dealer locations. The site also has information on the credit facilities that BlueFish has negotiated with its partners.

Favorable Credit Terms

BlueFish, together with its partner Alfa Bank, is offering customers the best credit terms on the market — interest rates from 2.77% and a loan repayment period of five years. Moreover, for the clients’ convenience, all paperwork on a BlueFish loan can be done in car dealerships and BlueFish credit plans approved in less than one hour.

BlueFish and Alfa Bank are also offering a very competitive insurance interest rate — 9.9%, which is among the most attractive rates for Mitsubishis.

"The BlueFish project sets a precedent for both the car market and the car loan market," said Sergei Silantiev, Head of Alfa Bank's Auto Lending Department. "For Alfa Bank a partnership with the biggest car business player, Rolf Group of companies, will help ensure the joint offer's high quality, which is advantageous for all involved in the BlueFish project."

How BlueFish Works

Clients interested in selling or trading in their car will receive safe, easy and fast service, if they follow this simple procedure:

- 1) Log on to the website and find out their car's value with the help of a special calculator;
- 2) Arrange for an inspection visit through a participating Rolf dealership;
- 3) Visit the dealership for a special 49-point car diagnostics, which should take no longer than 90 minutes;
- 4) Confirm the price and sign the contract;
- 5) Receive the agreed cash sum or trade-in.

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