

RYCOM

ROLF GROUP'S EXPANSION TO CIS COUNTRIES CONTINUES - OPENS FIRST OFFICIAL CAR DEALERSHIP IN TAJIKISTAN

Rycom, an affiliated company of the Rolf Group of Companies, has confirmed that it is to begin its operations in Tajikistan. The Group is establishing a Mitsubishi distribution business and opening the first official car dealership in the country for any brand.

Rycom's partner in Tajikistan is the Masters-House company. A new 5 300 sq. meter dealership was opened on December 20th in Dushanbe, the capital of Tajikistan. The dealership will focus on the sale of the complete Mitsubishi Motors line-up and provide high standard after-sales service. The dealership team has been trained in the Rycom international training centre in Almaty, Kazakhstan.

Andrei Pankov, Managing Director, Rycom comments: "We are delighted to be opening the first official car dealership in Tajikistan. This new venture will allow us to build upon the success of our growing businesses in Kazakhstan and Kyrgyzstan. We have worked hard with the team to ensure that our customers will receive the service and value that are the hallmark of the Rolf Group and have access to the complete range of Mitsubishi models".

Mrs. Elena Safarova, Managing Director, Masters-House said: "We are proud to be opening the first official dealership in our country. Mitsubishi is a highly respected brand, and Rycom is an excellent and proven partner with experience and integrity that will be valued by our customers"

Rycom is the official distributor of Mitsubishi Motors in Kazakhstan, Kyrgyzstan and Tajikistan. The start of Rycom's operations in Tajikistan follows the signature of the Distributor Agreement between Rycom and Mitsubishi Motors in July 2008 which gave Rycom official distributor status for Kyrgyzstan and Tajikistan. Rycom now has 15 dealerships in Kazakhstan, the biggest network in the republic and it successfully launched its Kyrgyzstan operations in August 2008.

Last year Rycom launched a unique logistics route for the delivery of Mitsubishi Motors cars to the countries of Central Asia via China («New Silk Way»). It represented a significant step forward in comparison with the traditional delivery route via Finland and Russia. As a result, the time taken to deliver cars to the countries of Central Asia has been reduced by 80 days.

Rycom plans to continue its successful expansion in Central Asian markets.

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