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CEO CEFIN TRUCKS





SUMMARY

- Ford Trucks in Romania
- Ford Trucks National Network
- AIC Service Operations
- Romanian Market 2018 Highlights
- Ford Trucks Sales Results 2018
- 2019 Ford Trucks Sales Objectives

Ford Trucks in Romania - Timeline

Dec 2016
Dealer contract
signed



May 2017
Official
inauguration event



October 2018
F-MAX launch



Nov 2018
Vehicle No 500
delivered



And Firmly on the way to become a Leading Player!

Ford Trucks in Romania - Events in 2018

➤ Presentation of 2017 Results – February



➤ ATP Exodus appointed as Ford Trucks subdealer – 5 – 6th of June Opening Events – Baia Mare and Oradea



Ford Trucks in Romania - Events in 2018

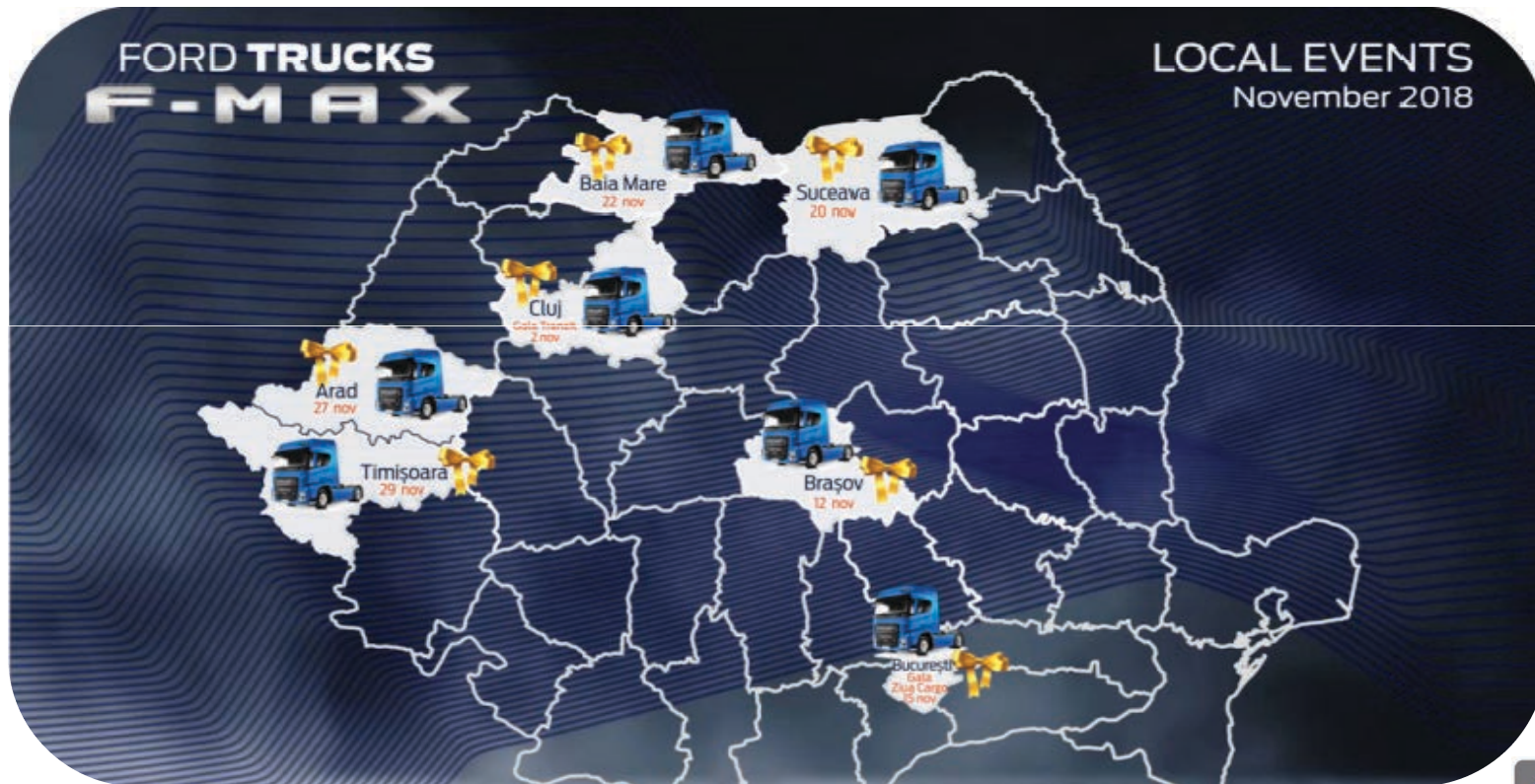
- Bucharest Official Event – Launch of FORD TRUCKS F-MAX - 25th of October



Ford Trucks in Romania - Events in 2018

- F-MAX Local Launches Events

Suceava
Baia Mare
Cluj Napoca
Brasov
Arad
Timisoara



Ford Trucks in Romania - Events in 2018

•Delivery to CNAIR – May & December Events



Ford Trucks in Romania - Events in 2018

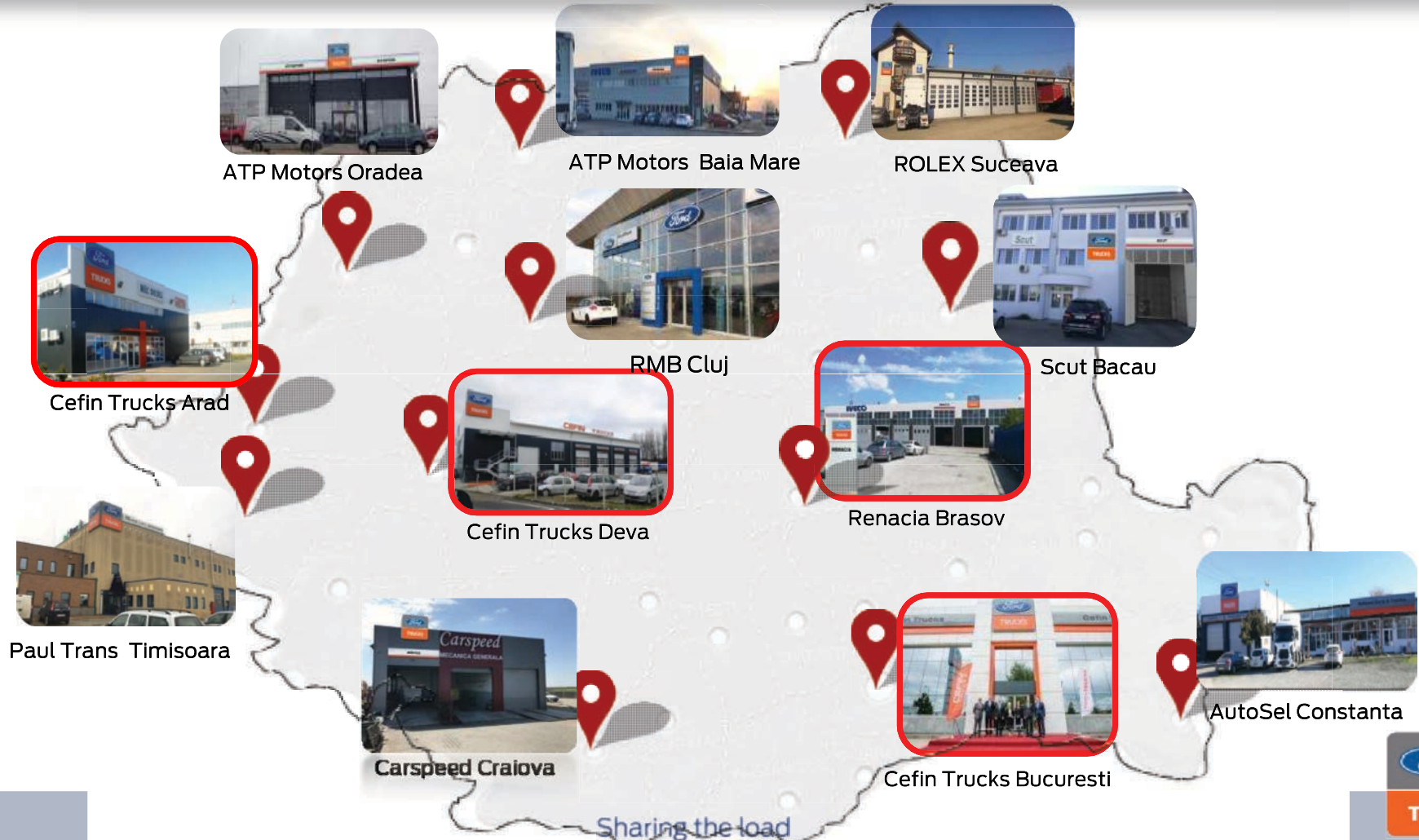
Exhibitions and Conferences 2018





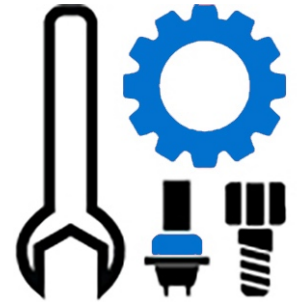
➤ Ford Trucks National Sales & After Sales Network

Ford Trucks National Network – 12 sales offices and Service Partners



Ford Trucks National Network – 2019 Strategic Guidelines

- ⚙️ 3 New locations for After Sale Services for a Total of 15
- ⚙️ Intensive Training Program for National Network Service Operation (min. 5 / year)
- ⚙️ Parts Stock at Each Service Location & National Parts Warehouse in Bucharest
- ⚙️ Parts Quick Delivery Program (within 24 h nationwide)





➤ AIC Service Operations

AIC Service Operations

- ✓ Complex mechanical, electrical and tinsmith repairs for all types and make of trucks, trailers and semitrailers
- ✓ Repairs of hydraulic cranes, hydraulic elevators
- ✓ Truck, trailer chassis and superstructures recovery and repairing
- ✓ Tachograph repairing, assembly and calibration



AIC Service Operations – Local Services

	Bucharest	Deva	Arad	Brasov	Total
Total Land Area	47,139	4,750	8,000	4,897	64,786
Employee	90	8	15	16	129
Labor hours/ year	93,600	12,000	7,200	23,400	136,200
No of repairs / month	650	85	50	160	94
Daily repair capacity	30	6	5	9	50
Yearly TRN (€)	4,270,000	760,000	450,000	769,000	6,249,000

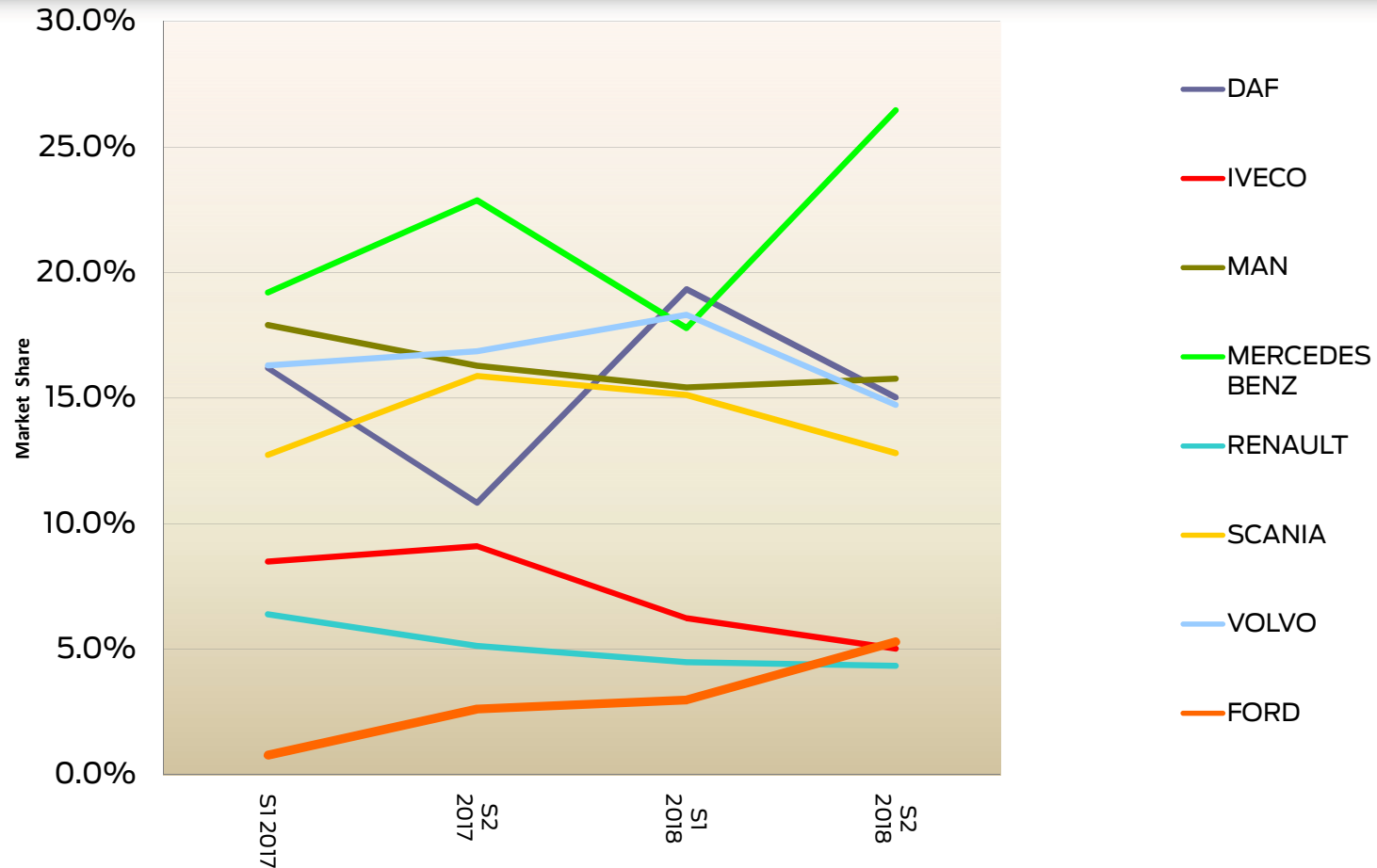




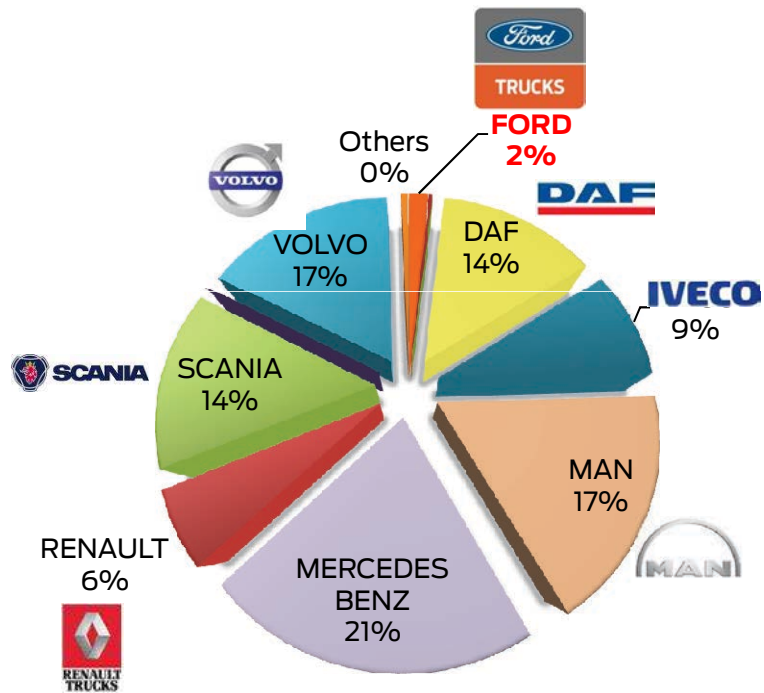
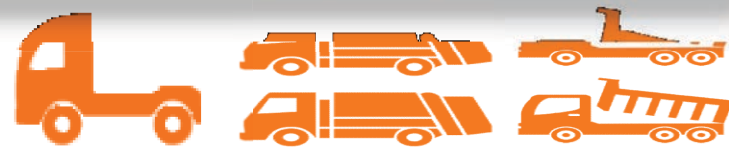
➤ Romanian Market 2018 Highlights

Source of data: www.drpciv.ro

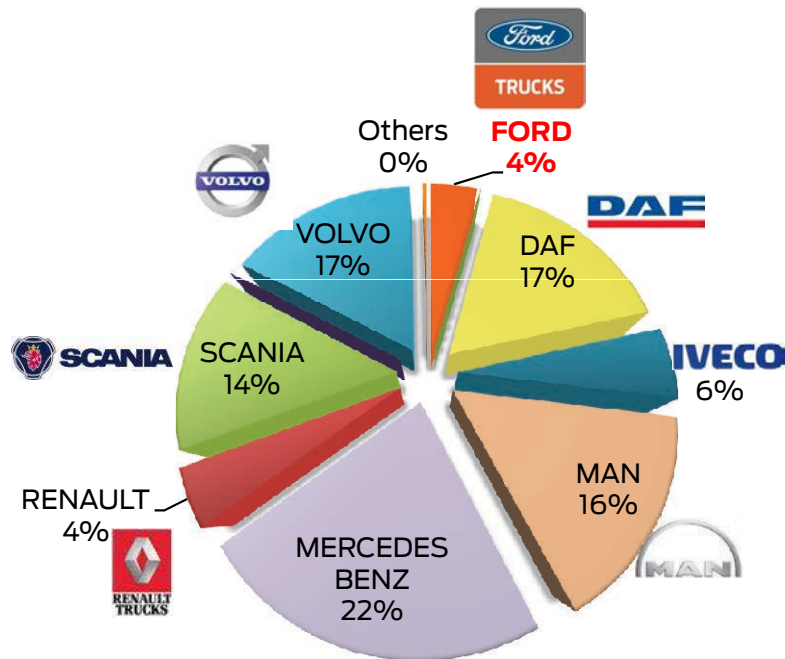
Romanian Market 2018 Highlights - New Heavy Trucks Market Shares Evolution



Romanian Market 2018 Highlights - New Heavy Trucks Market Shares 2017 vs. 2018

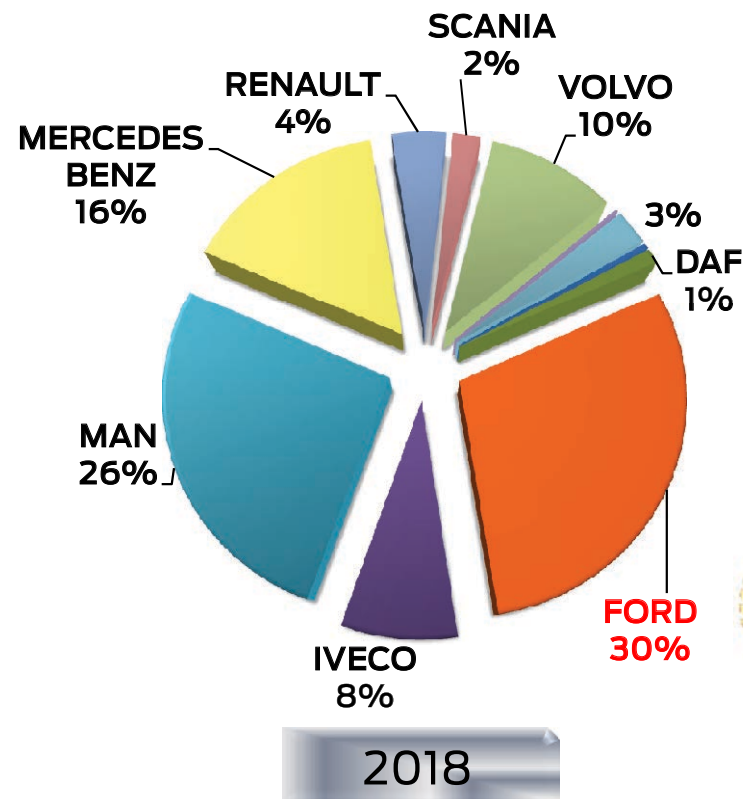
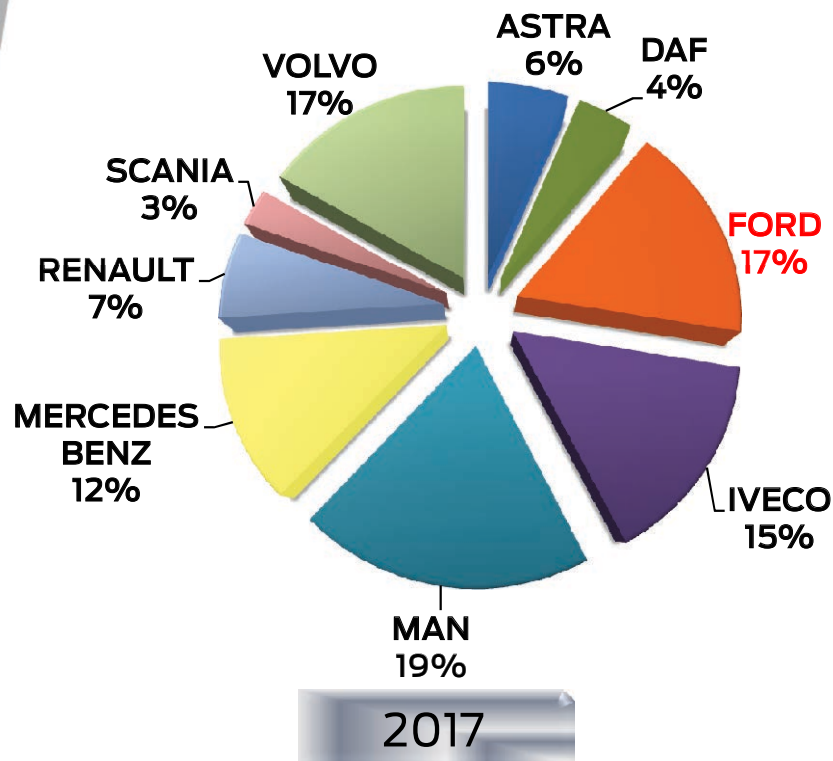


2017

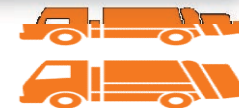


2018

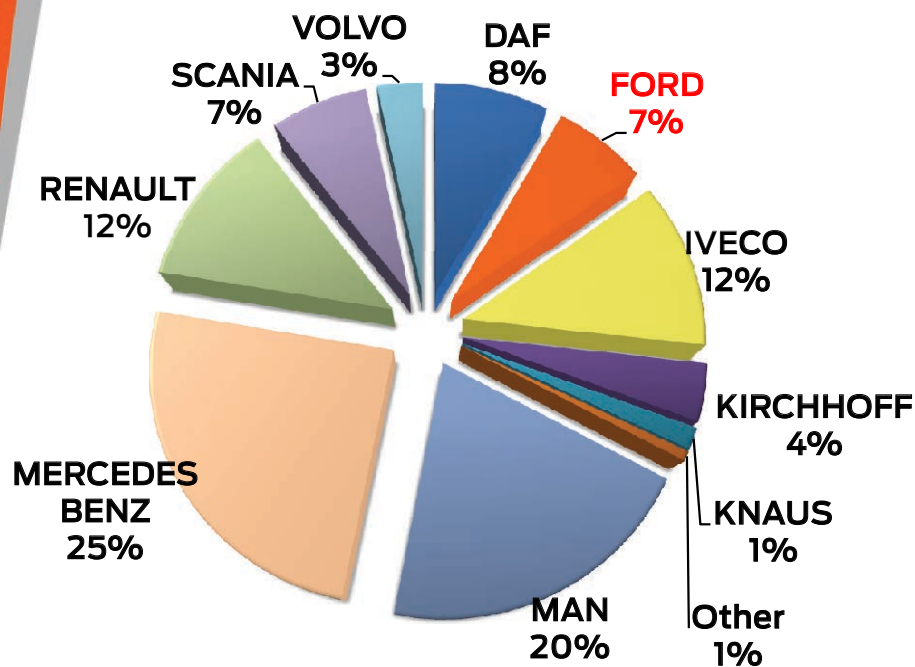
Romanian Market 2018 Highlights - Market shares 2017 vs. 2018 for Construction Segment



Romanian Market 2018 Highlights - Market shares 2017 vs. 2018 for Specialized segment

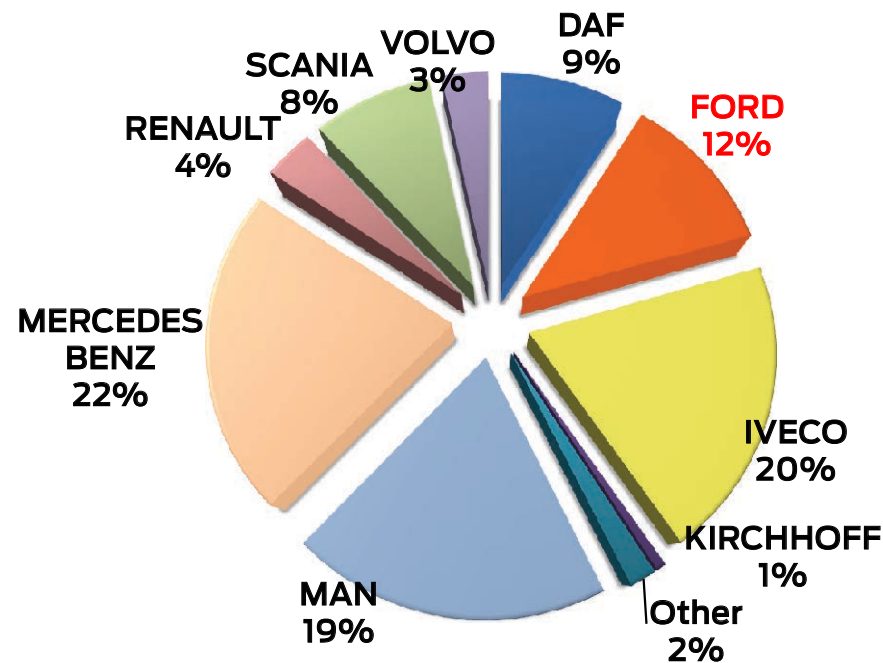


2017



36% market share for garbage collectors

2018

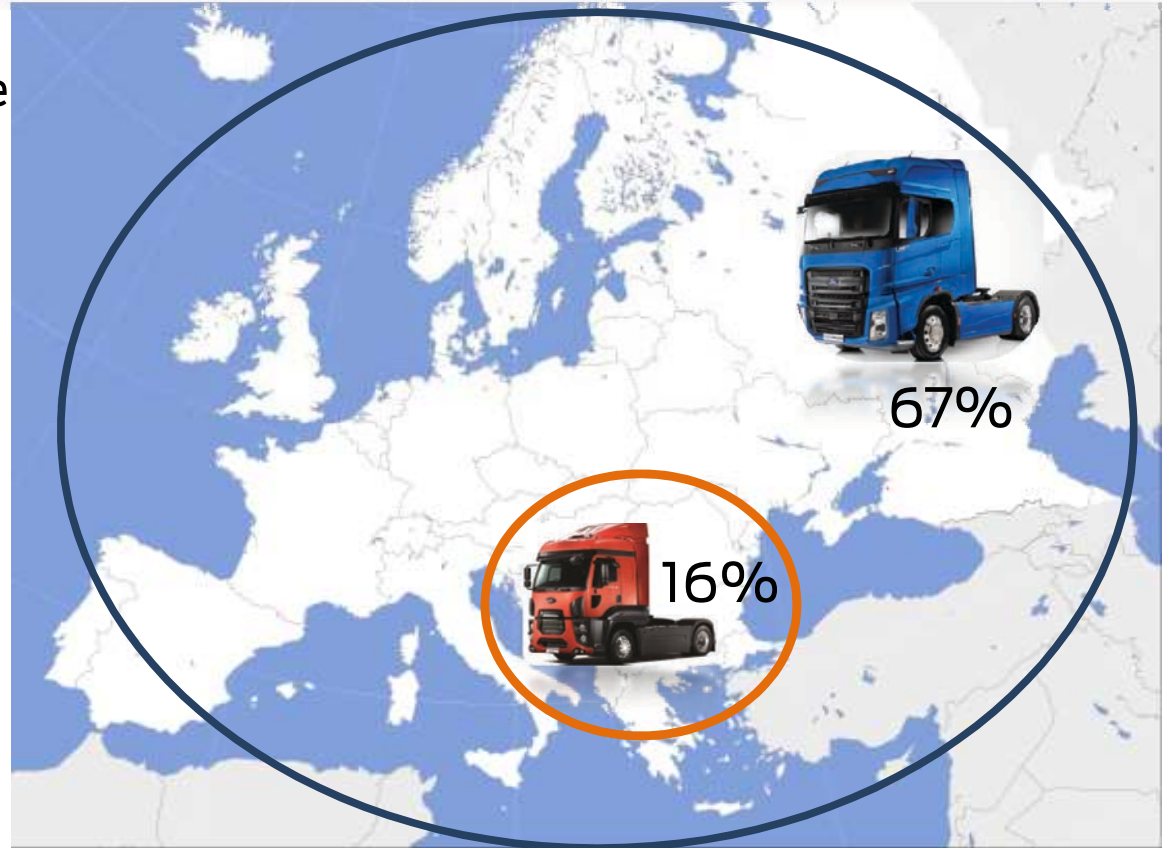


40% market share for garbage collectors

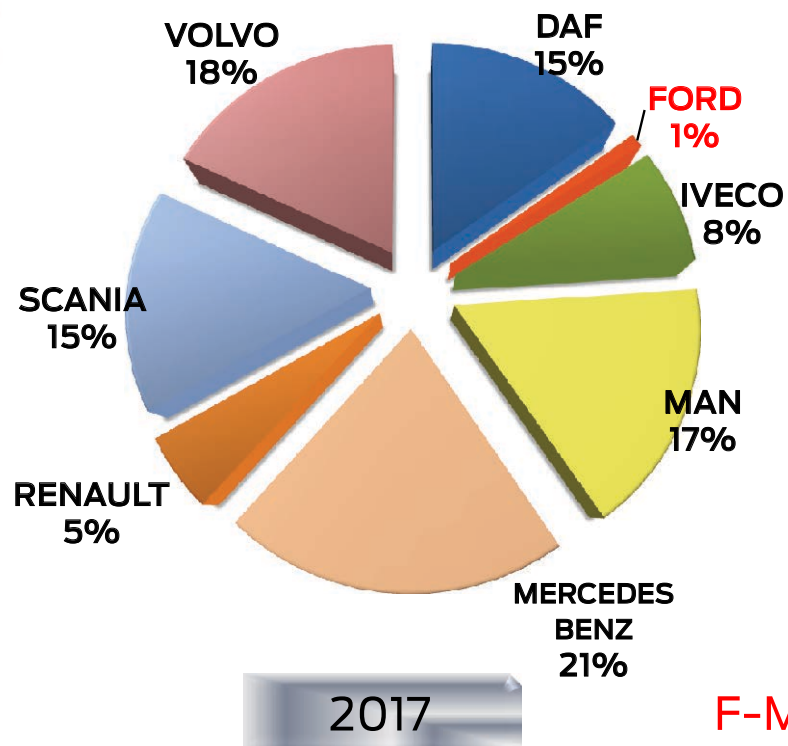


2018 Market Share for Tractor Heads

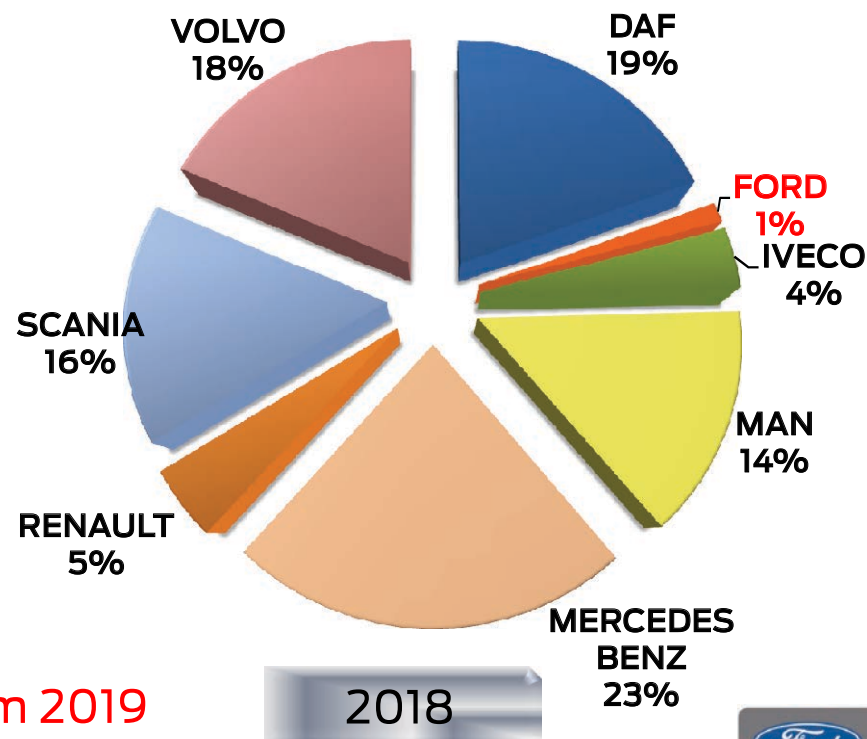
- In 2018 83% of total Units where Tractor Heads
 - Short Haul Segment:
16% of Total Market
Ford Trucks 1848 XHR
 - Long Haul Segment :
67% of Total Market
Ford Trucks F-MAX



Romanian Market 2018 Highlights - Market Shares 2017 vs. 2018 for Tractor Heads Segment



F-MAX only from 2019





➤ FORD TRUCKS Sales Results 2018

FORD TRUCKS Sales Results 2018



Tractor Heads Ford Trucks: **72** units -> **1 %** market share



Construction Ford Trucks: **197** units -> **30%** market share



Specialized vehicles

Ford Trucks: **88** units -> **12%** market share



(**40%** market share for garbage collectors)

Total

Ford Trucks: **357** units -> **4.13%** market share



- Our View on The Market in 2019
- Strategic Guidelines
- Key Commercial Actions
- Budget 2019
- Summary of Financials 2017-2019

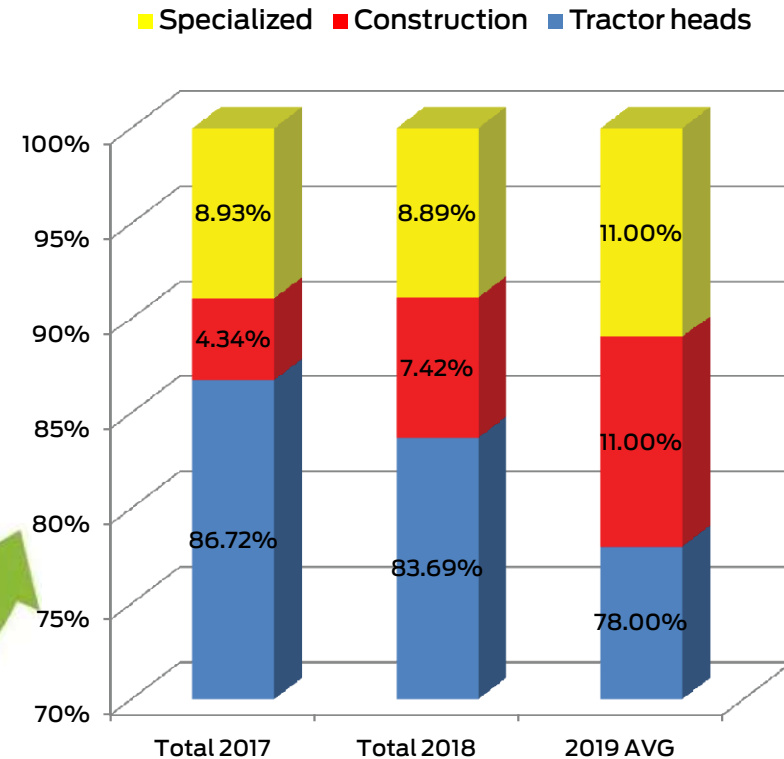
Our View on The Market in 2019

- We see HCV > 16 t. market in Romania stable at 7.200 – 7.800 units (AVG 7.500 units)



- Construction Segment will expand to 11 % of Total Market Confirming the Growing Trend

Construction vehicles	2017	2018	2019 AVG
Market Share %	4.34%	7.42%	11.00%
Units	288	564	825



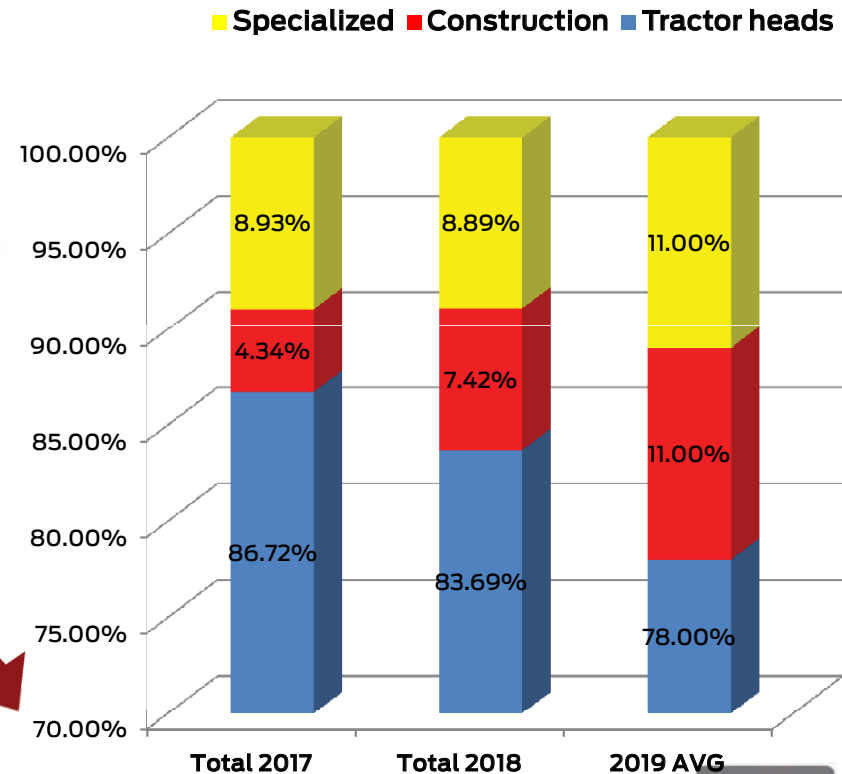
Our View on The Market in 2019

- We see a Marginal Increase of Specialized Vehicles – Driven by Municipal Vehicles Segment

Specialized vehicles	2017	2018	2019 AVG
Market Share %	8.93%	8.89%	11.00%
Units	592	676	825

- We see a Contraction of Tractor Heads driven by many Regulatory Changes in Europe

Tractor heads	2017	2018	2019 AVG
Market Share %	86.72%	83.69%	78.00%
Units	5,749	6,365	5,850



2019 Strategic Guidelines

- Maintain Market Leadership on Construction Segment & Municipal Vehicles
- Focus on Promoting F- MAX - International Transport will Account for 58% of Total Market
- Continue the Expansion of After Sales Network to be as Close as Possible to our Customer
- Consolidate the Image of FORD TRUCKS as Most Competitive Product with no Compromise on Quality



2019 Key Commercial Actions (1)

- Expand Sales Force & Local Presence **“BE ON EVERY DEAL!”**



	2017	2018	2019
Direct Sales Force	14	18	22



2019 Key Commercial Actions (2)

- Direct Product Promotion (Demo, Fairs, Events)
- Expansive On Line Campaigns to Reach as many Customers as Possible with Customizes Offers
- Special Events for Drivers
- Road Show & Local Events
- Full Integrated Offer – Sale, Trade-in, Buy Back, Sales Finance, Service, PNC, Spare Parts



2019 Budget



Tractor Heads Ford Trucks: **207** units -> **3.5%** market share
72 units 6.20% market share for Short Haul segment
135 units 2.8% market share for Long Haul segment)



Construction Ford Trucks: **153** units -> **26%** market share



Specialized vehicles Ford Trucks: **90** units -> **14%** market share

Total

Ford Trucks: **450** units -> **6.2%** market share

2017-2019 Key Financials

AICT & AIC	2017	2018	2019 (BDG)
TRN (Euro)	30.463.426	40.473.812	50.145.840
PBT (Euro)	164.215	379.880	605.574
Invested capital Excluding Assetts (Euro)	4.500.000	6.000.000	7.000.000
Employees	191	205	221



Thank you!

