



Moventia grows with Mercedes-Benz

- *The premium German brand's dealerships in Vic and Manresa have been added to the Stern Motor network.*

1 March 2018. - Stern Motor, the official Mercedes-Benz dealership within the Movento group, recently expanded its operations in the region by incorporating the German brand's official dealerships in the towns of Vic and Manresa. This step consolidates the premium Mercedes-Benz brand under the auspices of the Stern Motor dealership network and follows the global growth strategy implemented by the family group with a view to growing and strengthening its operations in various parts of the region.

The acquisition of Mercedes-Benz in Vic and Manresa reinforces the group's presence in the Central Catalonia region with a premium brand in the automotive market. Movento already operates in Vic and Manresa with the Audi and Volkswagen brands, as well as with Land Rover and Jaguar.

"The consolidation of our presence in Osona and El Bages is a key step towards achieving our goal to expand operations in the car distribution sector. The integration of these new dealerships into the Stern Motor family creates synergies within the automotive group and has a highly positive impact on our growth", said Miquel Martí, Chairman of Moventia.

The Mercedes-Benz dealerships in Vic and Manresa currently employ a workforce of 57 people, who will now join the Movento team, and have two facilities in these towns. Over the course of 2017, the company posted a total turnover of 30 million euros and sold over 1,000 vehicles (new, used and industrial), figures that will now be added to the Movento results.

Movento owns the following official dealerships: Auser (Renault-Dacia), Stern Motor (Mercedes Benz-Smart), Sarsa (Audi-Volkswagen-Seat-Skoda), Motospazio (Piaggio, Vespa, Gilera, Aprilia, Derbi and Moto Guzzi), Motorprim (Hyundai) and Auto Pla Vic (Land Rover and Jaguar). They operate in El Vallès Oriental and Occidental, Maresme, Barcelonès Nord, Bages, Osona and Anoia. It is one of the most outstanding automotive groups among its peers and currently commercialises over 25,000 new and second-hand vehicles. Movento is part of Moventia, a group of companies with expertise in sustainable mobility and committed to people, society, the environment and service excellence.