

AUTO HRVATSKA

ANNUAL REPORT 2018/19





“ The principles of socially acceptable and useful behaviour of a conscientious and neat orderly businessperson are a key feature in business and development, with increased attention to the development of employee skills and of their constant interest in the company’s destiny!





Bogdan Tihava
Member of the Board
of Directors CEO



Mario Fabek
Executive Director for
Commercial Program



Robert Srebrenović
CFO



Velimir Marović
Executive Director for
Representatives of the
Commercial Program



Alen Vuksan-Ćusa
Executive Director for the
Personal Vehicle Program



Zvonko Merkaš
Executive Director for Business
Development



Zlatan Jabučar
Deputy Chairman of
the Board of Directors



Igor Brigljević
Chairman of the Board of
Directors



Tomislav Plejić
Assembly President

Foreword of the Board of directors

Dear partners, shareholders, employees and friends,

The successful development process of the Auto Hrvatska Business Group with its successful business results continued during the past year due to the diligence, skills, knowledge, responsibility and loyalty of excellent employees and managers under the coordinated management of executive directors.

Consistent application of core business principles and criteria, with continued investment in business capacity and human resources development, are the key for business quality and continuous development of the Auto Hrvatska Business Group.

The principles of socially acceptable and useful behavior of a conscientious and orderly businessperson are a key feature in business and development, with increased attention to development of employee skills and of their constant interest in the company's destiny.

By adopting the concept of development which, along with traditional trade activity, professional and efficient execution of the service activity plays a key role, retained profits achieved during previous periods were invested in the construction of sale-service centers.

This has also created a territorially developed, mobile, yet solidly connected organization of the Auto Hrvatska Business Group, focused on providing high quality services through modern and contemporarily equipped sale-service facilities.

We are proud of our exemplary and fruitful cooperation with a number of prominent domestic and foreign business partners and individual users of goods and services, and we strive to justify and maintain your trust by developing the sale-service network and further increasing the quality of our services.

Yours truly



Igor Brigljević
Chairman of the
Board of Directors



Zlatan Jabučar
Deputy Chairman of the
Board of Directors



Bogdan Tihava
Member of the Board
of Directors
CEO

Review of business and development

Dear Ladies and Gentlemen, Shareholders, Associates and Partners,
Auto Hrvatska, due to its longevity, records jubilee events each year, whether it is important ventures, sale-service centers development, business model changes, jubilees or partner anniversaries.

In 2018, we celebrated 55 years of continuous business operations with the Volkswagen brand and also 25 years of continuous business operations with our partner MAN Truck & Bus.

Thanks to the good preparation of our business units and increased market potential, the business year for the Auto Hrvatska Business Group was concluded with the best financial result in the past 10 years.

Our employees in 25 locations in Bosnia and Herzegovina, Macedonia, Slovenia and Croatia achieved total consolidated revenues of HRK 1.22 billion with average reserves of HRK 160 million.

With this, consolidated profit of HRK 43 million was recorded.

These achieved results for the period covered by this report correspond to the greatest extent to objectives of the Development Plan of Auto Hrvatska Business Group from 2018 to 2022.

Meanwhile, we have not forgotten to invest in new employees and projects of material and immaterial form.

At the end of August, a member established to manage financial potential of the Auto Hrvatska Business Group, Auto Hrvatska Centar, after its successful mission completion was merged with parent company Auto Hrvatska d.d.

With intent to empower our member Auto Hrvatska Autodijelovi with its program of tires, tools, lubricants, car batteries, service gear and bearings, we have merged it with Auto Hrvatska Sale-Service centers in the form of a Subsidiary.

In the business of sale and maintenance of personal vehicles, our member Auto Hrvatska Automobili achieved in its fifth year of positive business operations the highest total turnover in the history of the Business Group.

In program renewal, the personal program expanded its business operations with the Peugeot brand in Zagreb and prepared the business for the Renault and Dacia brands in its own facility for the Split area and its surroundings.



In the commercial program, we became the general trucks importer of Ford Trucks for Slovenia, after already becoming that for the Croatian market, with headquarters in Ljubljana.

For the territory of Bosnia and Herzegovina, we have established a new member KAMION Importer, which will take over the responsibility for developing Ford Trucks brand in the long term, with a new sale-service center in Tuzla. Vehicle trailers in cooperation with two new partners, specifically Kässbohrer and Benalu, are also developing in a positive trend.

The development of the vehicle commercial program reached its culmination in all business aspects with the leading position and the MAN Truck & Bus's Importer of the year award for 2018, among 33 importers.

In addition to personal and commercial vehicles, the third pillar of our organization is joint operations, organized within the framework of the parent company, Auto Hrvatska d.d.

In ongoing operations as well as in all adjusting decisions of the Board of Directors and Executive Directors, they professionally, accurately and within deadline, monitor Business Group members responsible for the fundamental business process.

Simultaneously, financial policy through self-financing had been actively and successfully managed, as well as the realization of external revenues through the lease of business premises and intermediary insurance of vehicles and property.

Financial operations are entirely stable and we regard this as the most important factor in meeting the adopted plans for this business year. Many of the launched IT projects for the development of tools for our core business are expecting full implementation during this business year.

Non-executive members of the Board of Directors have supported and approved business decisions of executive directors and their business management over the past period. All decisions were made unanimously and in that sense there were no obstacles to successful business operations.

We thank the shareholders for their long-standing trust and support of our work. We also thank our business partners, numerous individual customers and users of our continuously improved services. Special thanks go to our employees and managers for their daily progress in business, to the satisfaction of all market subjects.

On behalf of executive directors,
yours truly Bogdan Tihava



Financial indicators of business operations

During 2018, the trend of slight increase in market potential, visible over recent years, has continued. The business result achieved in 2018 is the outcome of utilized potential generated by the market growth of commercial and personal vehicles, long-term investments in the sale-service network and investments in employee competence and productivity.

Consolidated revenues amounted to HRK 1.22 billion, which is a 4% increase compared to the previous year. Revenue growth in 2018 was faster than expense growth, reflecting a significantly better consolidated result. Meanwhile, development projects have been initiated, aimed at expanding the business scope, which during early years require increased costs, without the corresponding current results.

The management especially focused on the quality of services and efficient management of working capital. The increased inventory level was used to meet the market needs for fast deliveries, where

the value adjustments of inventory values were minimal in relation to the scope of the done deliveries.

A long-standing standard of satisfactory liquidity level achieved also in 2018 has made it possible to meet all obligations in the agreed deadlines.

Continuous reduction of all types of risks and self-financing in line with the business strategy and business policies are the main features of business in 2018.

Continuous application of available new technology solutions in business processes contributed to increasing the efficiency and effectiveness of employees and of appropriate decision making foundations. Introducing new and improving existing functionalities was implemented in a systematic manner. There is a clear division of responsibility for implementation, training and possible late adaptation, thus ensuring long-term business process stability and impact on business results.



1.224.933.730 KN

TOTAL CONSOLIDATED INCOME

421.939.757 KN

CAPITAL AND RESERVES

695 ZAPOSLENIKA

NUMBER OF EMPLOYEES ON December 31st 2018.

Quantitative business indicators

In 2018, we achieved our planned goals.

The commercial program recorded a higher market share and growth in sales volume, while the MAN brand remains a domestic market leader in the segment of sale of commercial vehicles. We are expanding the service network in international markets according to the development plan. The higher effect of the service staff brought more service hours sales.

In the personal program, consolidation phase of the business is ending. Logistics and wholesale distribution are featured in order to fully focus on sales activities. In the segment of sales of vehicles and services, we raise the quality of work. By buying a facility in Kaštel Sućurac, we expanded our own network thus making a step forward to our target market position.

2018.

DELIVERED AMOUNT OF VEHICLES, PARTS AND SERVICES

990 pcs	TRUCKS (new and pre-owned)
140 pcs	BUSES (new and pre-owned)
2.404 pcs	PASSENGER AND LIGHT COMMERCIAL VEHICLES (new and pre-owned)
98 thousand pcs	TIRES
937 thousand liters	OIL AND LUBRICANTS
224 thousand	EMPLOYEE SERVICE HOURS
HRK 241 million	SPARE PARTS
HRK 1,16 million	SIGNED INSURANCE POLICIES (to external users)
HRK 27,5 million	REVENUE FROM EXTERNAL PREMISES LEASE
HRK 330 million	LEASE FINANCING

Auto Hrvatska Business Group

PASSENGER VEHICLES

Zagreb, Heinzelova 70

new vehicles	Peugeot	peugeot@autohrvatska.hr
authorized service	Peugeot	peugeot.servis@autohrvatska.hr

Zagreb, Radnička cesta 182

new vehicles	Fiat Professional	fiat@autohrvatska.hr
authorized service	Fiat Professional Ford	zg.radnicka.servis@autohrvatska.hr

Karlovac, Zagrebačka ul. 15f

new vehicles	VW	volkswagen@autohrvatska.hr
	ŠKODA	skoda@autohrvatska.hr
authorized service	VW	ka.servis@autohrvatska.hr
	ŠKODA	
	Fiat Ford	

Rijeka, Bujanovo 6, Čavle

new vehicles	Mazda	mazda@autohrvatska.hr
authorized service	Mazda	mazda.servis@autohrvatska.hr

Zadar, Ulica Franka Lisice 85

new vehicles	VW	volkswagen@autohrvatska.hr
	Audi	audi@autohrvatska.hr
authorized service	VW	zd.servis@autohrvatska.hr
	Audi ŠKODA	

Split, Ulica Ivana Pavla II 1a, Kaštel Sućurac

new vehicles	Renault	renault.prodaja@autohrvatska.hr
	Dacia	dacia.prodaja@autohrvatska.hr
authorized service	Renault	renault.servis@autohrvatska.hr
	Dacia	dacia.servis@autohrvatska.hr

Pre-owned vehicles

Zagreb, Karlovac, Rijeka, Zadar, Split	rabljena@autohrvatska.hr
---	--------------------------

Parts wholesale

Tires	gume@autohrvatska.hr
Car batteries	akumulatori@autohrvatska.hr
Engine oils	ulja@autohrvatska.hr
Tools	alati@autohrvatska.hr
Service equipment	servisnaoprema-prodaja@autohrvatska.hr



**UNIFIED
TELEPHONE
NUMBER**

0800 1952

Dear users, your suggestions, praise, complaints about the purchased product or service provided, as well as environmental and energy efficiency suggestions can be submitted to: **korisnik@autohrvatska.hr**

COMMERCIAL VEHICLES

Trucks

	Service	New vehicles
PSC Karlovac, Zagrebačka ulica 15a	ahpsckarlovac.servis@autohrvatska.hr	ahpsc@autohrvatska.hr
PSC Osijek, Sv. Leopolda B. Mandića 31e	ahpscosijek.servis@autohrvatska.hr	
PSC Pazin, naselje Lovrin, Rogovići 82d	ahpscpazin.servis@autohrvatska.hr	
PSC Rijeka, Bujanovo 8, Čavle	ahpscrijeka.servis@autohrvatska.hr	
PSC Split, Dugopoljska ul. 2, Dugopolje	ahpscsplit.servis@autohrvatska.hr	
PSC Varaždin, M. Schlengera 13, Turčin	ahpscvarazdin.servis@autohrvatska.hr	
PSC Zadar, Ulica Franka Lisice 85	ahpsczadar.servis@autohrvatska.hr	
PSC Zagreb, Zastavnice 25c, Hrvatski Leskovac	ahpsczagreb.servis@autohrvatska.hr	

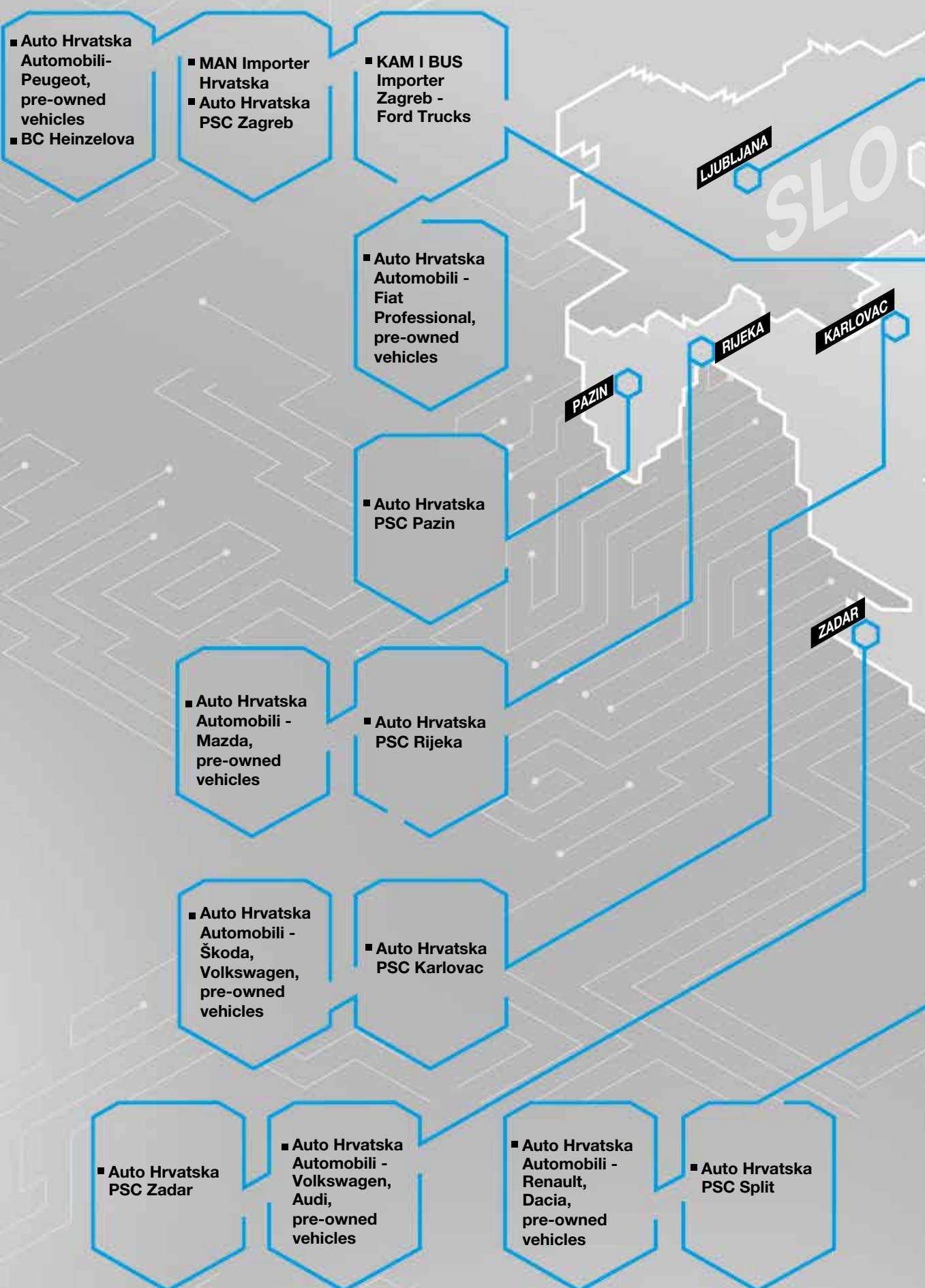
Buses

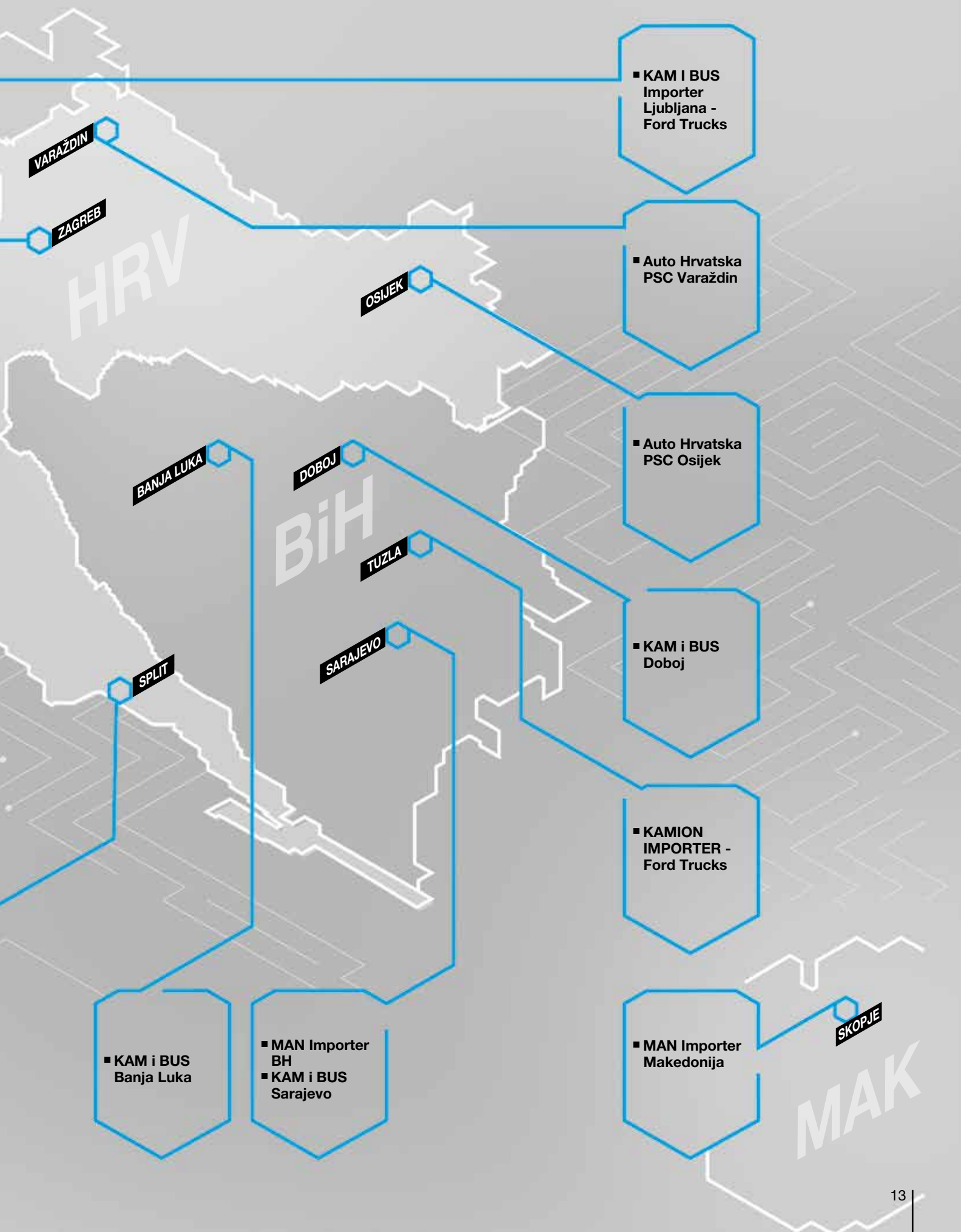
PSC Zagreb, Zastavnice 25c, Hrvatski Leskovac	man@autohrvatska.hr
---	--

Parts and equipment

All locations	ahpsc@autohrvatska.hr
---------------	--









Digital business transformation in Auto Hrvatska Business Group

Creating a solid and lasting relationship with business partners is an imperative for everyday activities of selling goods and providing services.

In the past, a relationship was often based on repetitive purchasing, usually always in the same place and consequently we had the chance to develop personal relationships with regular customers over time and to know in advance all of their needs.

The relationship between the company and individuals was generally reactive and the buyer was often the one who initiated a business transaction. In cooperating with our business partners, in the so called "B2B" segment, relationships were based, and still mainly are based on personal contact with the business partner.



Although personal relationship is an extremely important component of any business relationship we want to continue building and constantly developing, changed customer habits and expectations have also altered the traditional business patterns. Customers proactively approach different vendors, explore offers and prices, and check other customers' experiences with the company whose services or products they are thinking of buying. In such a world, personal relationships are still a strong component of sales, but no longer the only one that is important.

Today, when purchasers of our products and users of our services leave numerous digital footprints in daily interactions on digital platforms, we continue to think about how to link the information available on this digital journey with our business activities and thus provide a unique approach to each of our business partners, depending on their needs and requirements.

New digital tools enable customer relationship management through the paradigm of user travel and become common in our day-to-day business. Advanced hindsight and understanding of

sales functions in the digital age, which users expect and are actively seeking for in online platform interactions, are imperative in daily improvement of our business.

We strategically approach the digital transformation of our business model and we are constantly trying to demonstrate true understanding of how to, through managed sale-service network centers, manage our business partners' user paths, including online search platforms, information gathering, purchase decisions, actual purchases, and finally the use of selected products or services.

Implementation of these tools in everyday business and the adoption of new business patterns of behavior on an individual and organizational level are a constant challenge in our business. We anticipate and create a digital transformation strategy so that we, confronted by technological modernization of our business, could transform and make use of the available information and actively link them to business activities, to provide even better service to our business partners.



Corporate social responsibility

Sustainable operations is the business policy of Auto Hrvatska group. Strategies, corporate policies and codes of conduct that help strengthen social responsibility in all business processes were enacted.

Relationship with partners

Employees of Auto Hrvatska Business Group adhere to the Code of conduct and conscientious behavior in economic operations. The Code encompasses issues of fair competition, competition protection according to which Auto Hrvatska competes fairly with its quality and price of its innovative products and services. It observes anticorruption and prevention of money laundering, avoiding conflicts of interest. The Code also stipulates the relationship with suppliers.

On anniversary years Auto Hrvatska presents awards for long-term business cooperation and contribution to the development of exemplary partnerships. On the occasion of the 65th anniversary, 65 partners were presented with the Sinergija sculpture by academic painter Neven Bilić.

Advent celebration in the atrium is a traditional event for employees of Business center Heinzlova. An organized gathering in early December gathers around 500 people and strengthens cooperation in pre-holiday atmosphere.

Community relations

■ Retirees' day

Every year we look forward to a traditional reunion with former employees who have welcomed their retirement in the Business Group Auto Hrvatska. On retirees' day the achieved business results and set goals for the next year are presented, with an emphasis on sustainable business. Socializing and fun with our faithful former employees is a positive inspiration for the newer generation.

■ Events for employees' children

■ Sport events

With donations and sponsorships of sporting events (Swimming Championships Mladost, Rowing competition for students of the Faculty of Mechanical Engineering and Naval Architecture, Football Tournament of the German-Croatian Chamber of Commerce and Industry ...), employees actively participate in many events: Zagreb marathon, B2B marathon, indoor football tournaments, water polo tournament Auto Hrvatska in Zadar.

■ Donacije i sponzorstva



Environmental footprint

Building business on the principles of sustainable development, constant environmental concern is an important factor of business policies. At all locations, especially in service workshops, the most stringent legal and ecological standards for environmental protection and proper disposal of waste (tires, motor oils, acids and other waste) are followed. Most of the waste becomes secondary raw material.

During construction of new sale-service centers, special attention is given to environment protection and increase of energy efficiency of the facilities. Employee education aims to maintain a culture of property and environmental preservation.

The products and services provided by Auto Hrvatska Business Group follow environmental protection requirements and trends. New vehicles follow Euro 6 standards in the field of emissions control and fuel consumption. Hybrid and electric vehicles are increasingly seen on the roads. Modern technology has enabled greater road safety, increased performance, and reduced fleet expenses.

Employees

We at Auto Hrvatska live by the proverb „our employees are our strength” so constant two-way communication seeks to maintain positive mutual relationships. Some of the tools that are used in this sense are periodical employee satisfaction surveys and annual interviews.

Every year a meeting is held, where employees of Auto Hrvatska Business Group who live and work at different locations have the opportunity to meet and socialize. In addition to sporting events, these meetings are the time to provide recognition to people who have been working for the Business group for 10, 15, 20, 25, 30, 35, and some even for 40 years. The most successful employees and teams for the previous year are rewarded.

Employees are provided with continuous training through internal and external education. We also take care of people's health by organizing systematic health check-ups. Athletic recreation is promoted through the Auto Hrvatska Sports Association. Employees receive a meal remuneration. All employees are insured in case of an accident. In Auto Hrvatska we nurture employee shareholding. It is possible to participate in a closed voluntary pension fund. Loans to employees under privileged terms are an option. Every year bonuses and gifts are awarded. Also, gifts for employees' newborns are ensured.



Integrated quality, environment and energy efficiency management system



Quality, environment and energy efficiency management system is integrated in all members of Auto Hrvatska Business group pursuant to standard requirement ISO 9001:2015, ISO 14001:2015 and ISO 50001:2011 in order to improve their performance, to participate with all parties interested in sustainable development and to reduce environmental footprint and consumption of natural resources.

We strive to apply the adopted, systematic principle of environmental and energy management daily, thus contributing to reducing pollution, improving energy efficiency in service delivery, efficient use of resources, proper waste management, and contributing to the environmental pillar of sustainability.

Auto Hrvatska Business Group, with its daily activities of providing service in sale-service centers, contributes to the preservation of the environment, energy efficiency and sustainable development. Quality, environment and energy efficiency management system is based on adopted planning, implementation and treatment model, which enables long-term improvement.

In order to increase energy efficiency through the application of adequate energy saving measures and the introduction of renewable energy sources, we have modernized our sale-service capacities in cooperation with the Ministry of Environment and Energy and the Fund for Environmental Protection and Energy Efficiency, using European funds.





“ By managing real estate, Auto Hrvatska Business Group takes care of environmental and energy efficiency and sustainable development.



MAN Importer Hrvatska

MAN Importer Hrvatska d.o.o. is the main importer of commercial vehicles of the renowned MAN Truck & Bus SE from Munich for the market of the Republic of Croatia.



Goran Goreta, Ivan Borić, Mario Dent, Tomislav Anđelić, Damir Vujnovac, Nina Ferdelja, Pavo Marušić, Zvonko Gabud, Marko Juračić, Velimir Marović

It offers its users 7.5 to 41 ton trucks, city, suburban and tourist buses, and full service support via a wide range of sale-service centers. MAN's success story is lasting for more than 100 years, and with its advanced and often revolutionary innovations, MAN has noticeably affected development of trucks and buses. In this long tradition, time standing cooperation with Auto Hrvatska Business Group has been included, and in 2018 the 25th anniversary of this cooperation was celebrated.

According to sales results from 2018, MAN is the best-selling truck brand in Croatia for 13 consecutive years. The 30%

average annual market share in the sale of new trucks from 2014 reached a record of 40%. Also, MAN buses have once again won the title of the best-selling brand in Croatia, and they are market leaders for the last three years. Currently, with more than 12,500 MAN branded trucks, almost every third truck in Croatia carries the MAN mark, and MAN and NEOPLAN buses have a 27.5% share in the total number of buses in the country.

An important segment of the work is continuous training of service personnel, and since 2009, two MAN Importer Hrvatska employees become the first trainers outside of the German



speaking area certified to train service personnel at MAN's global organization. Today, four certified trainers are authorized to hold all the seminars offered by the MAN Academy on 60 different topics. The success of the training is confirmed by the results of the MAN Service Quality Award competition, which brings together MAN's service workshops from all over the world, where service workshops from Croatia achieved two consecutive victories, with several more top 10 placements for best workshops in the world.

Technology development enabled proactive maintenance management through the free MAN ServiceCare service by allowing MAN's service workshop selected by the user to support vehicle analysis, coordination and administration of maintenance intervals. Vehicle information that is relevant for maintenance is constantly available to the vehicle owner and their workshop, and the application automatically draws attention to upcoming maintenance needs. This way, the workshop usage hours can be planned in time and the availability of spare parts is ensured, which reduces unplanned delays and increases the usability of the fleet. Through this system the fleet owner gets a cumulative overview of the maintenance status of his vehicles, no matter where they are.

MAN ProfiDrive® economic driving courses in Croatia are conducted by certified ProfiDrive coaches on the basis of economical and proactive driving style. The emphasis is on training to get acquainted with the technological achievements and the specifics of MAN systems that help drivers achieve an efficient driving style. The quality and reliability of MAN trucks has also been confirmed by the TÜV quality test, where MAN achieved the best results for four consecutive years. Focus on quality, efficiency and reduced fuel consumption and excellent support through competent and widespread MAN's dealer-service network is an added value for MAN's truck and buses owners in Croatia.



Marko Tihava, Anes Mašić, Elma Ferić, Nedim Okerić, Elmin Omanović

MAN Importer BH

MAN Importer BH d.o.o., member of Auto Hrvatska Business group since 2016, is the main importer of commercial vehicles from renowned manufacturer MAN Truck & Bus SE for the Bosnia and Herzegovina market.

The company is responsible for organizing a sale-service network and providing full support to customers and business partners in Bosnia and Herzegovina

New trucks and MAN and NEOPLAN buses are offered. Along with a high degree of quality of production, cost-effectiveness and durability, customer-focused attention is examined and analyzed on a daily basis, both in sales activities and through service support.

In order to increase quality of support, six authorized service centers are available to customers throughout the country.

MAN Importer BH organizes training for a complete network of authorized centers to respond promptly, efficiently and reliably to the needs of users. Along with the standardization of business processes of each workshop and the entire network, we are continually working on refining and increasing the efficiency of processes at the workshop so that users can, easily and with as little time spent in the service, continue to conduct business.

With reliable and efficient vehicles, high standards of business, employee competence and excellent service we want to exceed the expectations of all MAN vehicle users.



MAN

NEOPLAN

MAN Importer Makedonija

MAN Importer Makedonija d.o.o.e.l. began its operations in 2011 and it improved its business during following years, as proven by being awarded important prizes, including an excellent result at the international competition of MAN's service workshops.

MAN Importer Makedonija team entered the final MAN Service Quality Award 2015 competition in Munich, where they impressively placed fourth against the competition of 22 service teams. The Service Quality Award, which has been organized by MAN Truck & Bus AG since 2008, gathered that year 799 Authorized MAN Service Workshops from around the world to compete in several qualifying rounds and ultimately to enter the finals.

Placing fourth is proof that MAN in Makedonija has a young and enthusiastic team that is capable of responding to all challenges that users and vehicle technology bring.

The biggest success of each company is satisfied partners, and in order to provide adequate support to the growing number of MAN users, the capacity of the sale-service center in Skopje was expanded. At the end of 2016, the facility extension process began, and as of last year, the center works with increased capacity and provides fast and high quality service to its partners.

From January 1, 2017, MAN also became a general agent for the bus program in Macedonia, thus encompassing the complete

offer of commercial vehicles from this well-known German manufacturer on the Macedonian market.

The sale of buses has started successfully and on a smaller market of new tourist buses, the first new MAN Lion's Coach was sold in 2018.



Salai Arif, Ivica Davidović, Daniela Milošeska, Nikola Stojanovski, Trifko Robev, Vitomir Varga



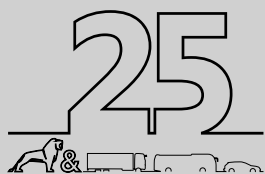
Hans Daxenberger, dr. Vicco Von Arnim,
Bogdan Tihava, Franjo Urbančić



The first exhibition of MAN vehicles at the International
Zagreb Fall Fair in 1993



Winning first prize at the MAN International Competition
for the Best Service Workshop



MAN Truck & Bus and Auto Hrvatska mark 25 years of joint business

In autumn of 1993, two companies began the trial period of cooperation and created the foundations for building a partnership based on trust.

The German manufacturer of commercial vehicles recognized Auto Hrvatska for its ability and professionalism based on more than four decades of vehicle expertise. After three years of trial cooperation, Auto Hrvatska became the main importer of MAN's trucks, buses and original spare parts and organizer of service

network development in the Republic of Croatia. Based on good results in Croatia, the Business Group assumed responsibility for other markets as well, becoming the main importer for Macedonia in 2011, and in 2016 for Bosnia and Herzegovina.

Investments, strategic thinking and construction of service facilities in immediate vicinity of the most important transport routes or major cities and economic centers are responsible for the fact that the most widespread network in the region comprises 17 authorized sale-service centers. There are nine centers in Croatia, six in Bosnia and Herzegovina and two in Macedonia. Twelve of them are owned by Auto Hrvatska, while five are authorized partner centers and they currently employ around 400 competent and educated experts.



At the beginning of the cooperation, MAN trucks were relatively rare and participated in the Croatian fleet with slightly more than 7%, with only 1672 registered vehicles, but 25 years later MAN's share in the total truck fleet increased to 30% with a total of more than 12,500 registered trucks.

Based on quality and degree of training of individual workshops, MAN's network in Croatia is among the best in the world. This is confirmed by the results of the MAN Service Quality Award competition, which gathers MAN's service workshops from all around the world. Six of the competitions held so far have been won twice by teams from Croatia, who also achieved excellent results in other competitions, confirming the high quality of education of MAN's service network in the Auto Hrvatska Business Group.

Europa Truck Trial held in Croatia for the first time

Europa Truck Trial is a truck-driving skill competition on rough terrain, held for almost three decades.

Since the first race in 1990 in France, this competition was taking place throughout Europe. In 2018, the Auto Hrvatska Business Group organized it for the first time in Croatia.

To overcome extreme driving conditions as accurately as possible and receive as few penalties as possible is no easy task. Although the trucks were specially prepared for difficult terrain, even experienced drivers sometimes needed the help of excavators to pull them out of mud or to tip them back over. Besides driving experience and prepared trucks, tactics proved to be extremely important in this competition. Driver's judgement of the way to approach obstacles was at times rendered as crucial.

Europa Truck Trial competition is for trucks categorized as bi-axle, three-axle, four-axle or prototypes. Trucks are fully stock, with the exception of modifications required for this sport. Common modifications include safety-relevant parts, such as a roll-over frame and cage, which serve as protection during accidents. Other than that, all aggregates, such as fuel tanks and air tanks, which are usually secured laterally to the chassis, are mounted upwards, bumper is reinforced and the drive manifold is protected.

The well-prepared track in Rakov Potok, not far from Samobor, attracted drivers with its beauty and challenge, and more than 4,500 visitors could enjoy an extremely attractive contest during the weekend and be sure to find out what the trucks are capable of when driven by true experts.





AUTO HRVATSKA PSC

Auto Hrvatska Prodajno servisni centri

Auto Hrvatska Prodajno servisni centri d.o.o. (Auto Hrvatska Sale-service centers) is a member of Auto Hrvatska Business Group, and authorized seller-service network for MAN, NEOPLAN and Otocar brand commercial vehicles .

In the Zagreb, Karlovac, Osijek, Pazin, Rijeka, Split, Zadar and Varaždin centers, customers are also offered used cars from other manufacturers, spare parts, tires and equipment of reputable global suppliers and maintenance and service for trucks and buses of different brands. In addition to MAN and NEOPLAN city and tourist buses, Otocar buses are complemented by a mid-range bus line-up. In the segment of trailer vehicles, the company is an authorized Kässbohrer distributor and service partner.

Service workshops at all locations ensure – with their size and equipment including special tools, as well as the knowledge and experience of employees – the status of one of the best organized and equipped networks for commercial vehicles in Croatia and beyond. Since 2010, all workshops meet the quality standards of work processes HRN EN ISO 9001:2009, and from 2017 also these certificates: ISO 9001:2015, ISO 14001:2015 (environment management) and ISO 50001:2011 (energy efficiency).



Daniel Vranješ, Ivica Viljac, Jurica Kraš, Damir Vučetić, Mario Fabek,



MAN

NEOPLAN

Otokar

IRELLI

Continental

TEILER

BOSCH
Diesel Center



Ivica Peršin, Goran Cindrić, Danijel Hrček, Marin Klemencić

Continuous investment in professional training of service employees in the Auto Hrvatska system is considerably higher than the European average. All sales and service personnel are trained in sophisticated equipment and vehicle maintenance and repair software, organized by specialists, and thus upgrading their currently rich technical experience. This way we validate the expertise of our employees, their keeping up with the latest technological trends, and the quality of education through the service network. The quality of service has been confirmed several times at the MAN Service Quality Award, attended by more than 800 authorized MAN services from around the world, with Auto Hrvatska PSC teams winning twice among global competition.

Auto Hrvatska PSC workshops are authorized service partners of renowned manufacturers Voith, Wabco, Schmitz Cargobull, BPW, Dautel and BÄR Cargolift. In line with global trends and market needs, brakes and turbochargers are refurbished in special units, and there is a large selection of refurbished parts ready for delivery at any time.

Bosch Diesel Centre conducts business at the Hrvatski Leskovac location, which supplies all of Auto Hrvatska group's service centers with refurbished passenger and commercial vehicle parts. With state-of-the-art testing equipment and tools, it stands out as one of the most sophisticated centers in the region. Services include diagnostics, testing, repair of diesel components in modern diesel systems, repair of injectors and injection pumps, maintenance of diesel systems, testing and repair of injectors and Common-Rail systems, line and distribution pumps. All processes are carried out according to Bosch's highest technological standards, with special tools and software and a wide assortment of spare parts stock.



The Auto Hrvatska PSC offer includes a large selection of tires for trucks, buses, lorries and other freight vehicles. From the central warehouse in Zagreb, tires, parts and equipment for commercial vehicles are delivered daily to regional warehouses at all locations in Croatia, where they can be instantly installed onto vehicles.

Auto Hrvatska has registered its own trademark Teiler, under which it offers renewed brake calipers for trucks, trailers and buses, as well as brake pads from the renowned German manufacturer.

At the end of 2018, the Osijek sale-service center moved to a brand new facility constructed according to the latest MAN standards, close to the previous location. Due to the increased

capacity of the service part, the workshop is additionally equipped with new special tools and equipment. Better and faster services in the vehicle maintenance and repair segment will contribute to an even higher level of service. The Centre is built in accordance with legal and ecological standards for environmental protection and proper disposal of waste, with regular internal controls, all in accordance with ISO quality standards.

More efficient monitoring and control of electricity consumption, heating systems, cooling, ventilation and LED lighting directly affect the improvement of the working conditions of employees in the service workshop. Special care is devoted to educating employees to improve service quality and apply new technologies.

TEILER





Karlovac
Zagrebačka ulica 15a
47 000 Karlovac



Zagreb
Zastavnice 25c, Hrvatski Leskovac
10 257 Brezovica



Varaždin
Industrial zone Knežinec
Mavra Schlengera 13, 42 204 Turčin



Osijek
Sv. Leopolda B. Mandića 31e,
31 000 Osijek



Pazin
Naselje Lovrin, Rogovići 82d
52 000 Pazin



Rijeka
Bujanovo 8
51 219 Čavle



Zadar
Franka Lisice 85
23 000 Zadar



Split
Dugopoljska 2
21 204 Dugopolje



IAA 2018 in Hannover

Meeting with partners at the IAA 2018 International Fair of Commercial Vehicles in Hannover

At the MAN Truck & Bus expo location, we introduced partners from Croatia to MAN's truck and bus program, NEOPLAN buses, MAN solutions for efficient operations and cost control, as well

as newest technological achievements and innovations such as alternative drive systems and digital solutions.



Auto Hrvatska at the Grobnik Truck Show

For the fifth consecutive year, Auto Hrvatska supports Truck Show Hrvatska, an event organized by the Association for promotion of lorry and other commercial vehicle aesthetics.

Auto Hrvatska is present from the very beginning and follows with joy the event as it is getting better, bigger and improving each year.

During the event in September 2018, there were more than 150 lorries in Grobnik, all of which, besides with their dimensions, captured attention with accessories and personalized custom exterior decorations as well as interior trim of the cabin.

It is as almost as if there was no limit for visual tuning of trucks - artwork in air-brush technology, imaginative decals, refined

stainless steel, chrome, lighting fixtures and multicolor lamps inside and out, LED strips, reflective light show ... all within legal frameworks.

Adorning such vehicles is a long-lasting task that takes weeks, sometimes months. It's a hobby that only great enthusiasts and lovers of truck tuning can pursue.

There were even more trucks and visitors at the show than in previous years, and some brand new lorries could be seen, which attracted attention on the roads of Croatia, the region and Europe.



2018 TYRE Road Show in Croatia

Before the winter season, Auto Hrvatska organized a road show in Zagreb, Zadar, Osijek and Tinjan in Istria to present new items from its selection of passenger and commercial vehicle tires, to its customers in different regions.

For the needs of the Road Show, the Kässbohrer commercial semitrailer from their own line-up was equipped with a large LED screen and display tires, so the interested could be able to see and “feel” the innovations of the selection. The first trailer presentation was at the Truck Show in Grobnik, where it sparked a great interest from the crowd.

Users attending the presentations could ask questions about technology, production, trends, ecology, performance and safety of tires.

Expert lecturer Goranka Ažić, responsible for the procurement and sale of tires for commercial vehicles, briefly presented the Auto Hrvatska Business Group and all segments of its business, focusing on the innovations of globally renowned and leading tire manufacturers from our selection: Continental, Barum, Pirelli, Formula Apollo, ahead of the winter season.

Continental highlighted the very important Conti Pressure Check system that monitors and manages tire pressure using sensors built into the inner layer of rubber that can be moved to other tires after they wear out. Durability of the sensor is 600,000 kilometres or six years. This investment is highly cost-effective since reduced tire pressure affects fuel consumption, as it was displayed.

In other great news there was a new, dandelion-based tire, being developed by Continental's research and development center. Due to increased price and decreased availability of unvulcanized rubber and its production in unstable areas, tire prices are changing every year, so the scientists at Continental are working on a completely new dandelion composite that is more available and cheaper.

The Pirelli company announced an innovation, the R:01 Triathlon. It is the most versatile tire, suitable for both regional and international roads, as well as for wet and snowy surfaces. The innovations in the Triathlon product line relate to the structure, design and tire composite. Optimized design of Pirelli's new regional tires for long-lasting and even wear guarantees great mileage and low rolling resistance (which means low fuel consumption). FH:01 and TH:01 Coach for regional traffic and long bus lines are still the most sold and most durable tires and the best value for money.

A new brand in Auto Hrvatska line-up is Apollo, a brand of Dutch company Vredestein with a century-long tradition, which has been present in the Croatian market for more than 20 years. When it comes to quality, it has the best possible A grade for rolling resistance in front and trailer dimensions. On tipper truck tires it achieved grade A in wet grip and it also offers very deep tire thread and rigid blocks. The tire is manufactured in Hungary and falls under affordable tire category, and also features protection and cutting possibility.





AUTO HRVATSKA
AUTODIJELOVI

Auto Hrvatska Autodijelovi

Auto Hrvatska Autodijelovi is a subsidiary in the Auto Hrvatska Business Group system, which imports and distributes tires, car batteries, oils, as well as an assortment of industrial and service equipment, tools and bearings.

At the end of 2018, Auto Hrvatska Autodijelovi d.o.o. company was merged with Auto Hrvatska Sale-service centres d.o.o. and acts under the title Podružnica Auto Hrvatska Autodijelovi, which aims to empower the synergic effect of the joint market appearance.

With the aim of raising the quality of distribution of goods, since mid-2018 warehousing and distribution have been entrusted to Lagermax. Storage spaces and the distribution center are located in the wider Zagreb area (Luka) and ordered goods are delivered within 24 hours in all parts of Croatia (except on islands where delivery may take somewhat longer).

Ordering products from the company's assortment is also possible online through a B2B shop. Long-term successful collaboration with strategic partners and B2B shop development enabled faster availability and delivery of goods to customers. Coordination and control of all operating processes and inventory optimization (planning, preparation, implementation and monitoring) and their minimization have all been made easier. In comparison to 2017, it experienced a 70% increase in tire sales through the B2B shop

application in 2018. During mid-2019, a B2C shop will go live, and it will enable retail end-users to buy tires, oil, car batteries, hobby tools and other automotive equipment online, as well as booking of service appointments. The desire is to be at palm's reach to customers, to reduce the waste of their precious time and provide them with the service they deserve.



Goran Đuranac, Igor Božović, Tomislav Plejić



Auto Hrvatska Autodijelovi insist on high quality and large selection for its customers. Strategic partners in the segment of tires for personal and light commercial vehicles are Continental, General Tyre, Toyo Tires, Momo Tires and Vredestein covering all tire quality classes for personal and light commercial vehicles.

They are a long-time importer of Banner batteries, which are recognized as the leading brand in Europe and as the supplier of many important automotive manufacturers for first-time batteries, both in personal and commercial vehicles. Banner products are of high quality and reliable whether in extreme colds of Northern Scandinavia or the heat of Africa and Asia.

Part of their rich assortment includes manufacturers of high quality oils, such as Shell, Castrol, Ina Maziva, Total, Valvoline and Champion. This gives customers the best quality oil on the market with the best price for each type of vehicle. Subsidiary Auto Hrvatska Autodijelovi represents renowned global manufacturers

of service equipment, tools and diagnostics for personal and commercial vehicle service workshops, and it services delivered equipment throughout its lifetime. The service team can boast with a 50 year long tradition of assembly and installation of service equipment and specialty tools at workshops, and is considered to be the highest quality after-sales support in this business segment. In the last investment cycle, they have completely equipped 15 truck centers and six centers for personal vehicles in their own network, along with service centers of many partners.

With years of experience in service equipment, experts from Auto Hrvatska can propose the optimal layout and arrangement of equipment depending on the needs of a particular workshop. They represent renowned brands of service equipment and tools such as KSTools, AutopStenhoj, Alligator, Perfect Equipment, Scangrip Lighting, Schaeffl, Laserliner, Bosch, Texa, Precitool, Hywema, Timken, Wegmann, WR Controls, Beissbarth, Stertil-Koni, Filcar, Josam, Flexbimec, Alesco, Kaeser, Car-o-liner.





KAM i BUS

KAM i BUS BiH

In three sale-service centres – Matuzići (Doboj Jug), Laktaši (Banja Luka) and Ilidža (Sarajevo) – KAM i BUS offers its customers new and used commercial vehicles from MAN Truck & Bus SE and other brands of used vehicles.

Along with its commercial vehicles, it offers its users maintenance and service of trucks, trailers and buses of all manufacturers available in Bosnia and Herzegovina. Customers are always provided with adequate supplies of original MAN and replacement spare parts and equipment of certified world manufacturers, and KAM i BUS is also the representative of Kässbohrer in Bosnia and Herzegovina.

The company headquarters is located in Matuzići, with a modern new facility that includes office and sales facilities, central warehouse parts for the entire BiH and even six service entrances for commercial vehicles according to MAN standards.

Service reception is organized according to detailed service procedures, with active reception of to-service vehicles in the presence of the owner.

With increased capacity, the service is additionally equipped with a brand new JOSAM cam-aligner wheel geometry control system for commercial vehicles, with lane-keeping sensor adjustment and wheel-tilt adjustment through state-of-the-art sensors. Besides



Ivan Vuković, Dragan Lakić, Senad Krlićević, Vladimir Tisanić, Goran Penava, Ivan Šimić, Nermin Kumbarić

the headquarters facility, service capacity has been increased in Laktaši, where, along with the existing three entrances, a facility with three additional entrances was built.

Service Workshops are equipped with state-of-the-art diagnostic equipment and special tools for complete maintenance and repairs, with an appropriate environmental protection approach. All workshops comply with work process quality norms 9001:2015, ISO 14001:2015 (environment management) and ISO 50001:2011 (energy efficiency).

Workshop services also include a selection of injectors that are repaired in the Quality Scan application for quality testing at the authorized Bosch Diesel Centre, diagnostics, charging and service of air conditioners, mobile 24-hour service throughout BiH, authorized service partner for Kässbohrer, Kögel and Schwarzmüller trailers, repair of brake calipers, damage to lorries and buses, installation of windshields, installation of Mouvéx compressors, authorized service for GHH RAND compressors and HYVA hydraulics, VOITH retarders and WABCO transmissions.



Opening a new service section in Banja Luka

At the KAM i BUS sale-service center in Laktaši, at Glamočani bb, the service space has increased its capacity to six service entrances, and the service for commercial vehicles is designed according to MAN standards and detailed service procedures, with active reception of to-service vehicles in the presence of the owner.

On that occasion, an Open Door Day was held with convenient discounts and special prices in our offer of new and used vehicles, parts and maintenance services. Hosts presented to visitors, business partners and users from all regions of BH affordable terms for the purchase of vehicles and parts, maintenance options and services provided by the service workshop. Due to new investment and modern equipment, this location is now even more suitable for maintenance and repair of all brands of commercial vehicles.



The main topics of the presentation were: successful first year of operations as MAN's authorized centers for the sale of new and used trucks and buses, the service of all brands of vehicles, the current prices of used vehicles, the expansion of spare parts and services offer in the workshop, as well as optimal vehicle financing options.





Open Door Day in Skopje

Every year at the traditional Open Door Day in Skopje, buyers and potential partners can get acquainted with novelties in the offer and various technological achievements, and high attendance by partners from across the country confirms the successful business and trust that MAN enjoys among customers in Macedonia.



International Economy Fair in Mostar

The largest and most significant economic event in Bosnia and Herzegovina creates a pleasant business environment, enables business networking of exhibitors and visitors, and organizes various business events during the fair. Exhibitors from various sectors are represented - Automotive, Construction, Agriculture and Food, Wood Industry, Utilities, Electrochemical industry, Telecommunications and Technology, Banking and Insurance, Manufacturing and Processing of Metals, Medical Equipment and Cosmetics. KAM i BUS Importer regularly exhibits part of its



products and services at the Mostar Fair and gathers partners from the region at presentations of new vehicles, informing them about news from the sales and after sales services in service workshops.

KAM i BUS at the Economy Fair in Tešanj

Every spring at Kraševo bb location – Customs, KAM i BUS present their offer of MAN commercial vehicles, OEM spare parts, equipment and authorized MAN workshop services.



The fair gathers a large number of domestic business entities, but at the same time a considerable number of domestic and foreign investors and businessmen. All visitors could discuss current affordable vehicle purchase conditions, along with news from the spare parts offer, as well as maintenance services provided by our service workshop.

KAM i BUS has especially promoted news from the MAN organization, as an authorized sale-service network of importers in BiH, and a new location in Sarajevo, with expanding service facilities at other locations.

Traditional meetings of international road carriers

In Zenica, with presence from more than 150 Bosnian and Herzegovinian carriers, 33 professional lecturers from relevant institutions of BH and abroad, and thanks to sponsors' support –the 9th International Car Fair Meetings were successfully held, as an event traditionally organized by the Foreign Trade Chamber of Bosnia and Herzegovina in cooperation with The Ministry of Communications and Transport of Bosnia and Herzegovina.

The introduction concluded that international transport of goods and passengers is a very important and vital segment of the entire BH economy. A large number of companies engaged in international road transport belong to the top of the BH economy



according to their achieved business results, although it can be said that carriers operate under intricate and difficult conditions (constant increase in operating costs of carriers driven by constant price increases in fuel, lubricants, car parts, registration, toll, etc.). The current topics of the transport industry were presented at the meetings, with regard to unmarked shipments in international road traffic, the perspective of the development of the CEMT multilateral quota, the relevance of the control of international and inter-entity road transport, simplification of customs transit procedures (T1 and T2 forms), and possible advantages of digitalization of the transport sector. The organizer invited prominent and competent lecturers, and MAN Importer BH i KAMION Importer sponsored the carrier meeting.



AUTO HRVATSKA
AUTOMOBILI

Auto Hrvatska Automobili

The company Auto Hrvatska Automobili d.o.o., member of the Auto Hrvatska Business group, specializes in sales and service of personal and light commercial vehicles. The company currently conducts business at six locations in Croatia: two locations in Zagreb (Heinzlova 70 and Radnička 182) and in Karlovac, Rijeka, Zadar and Split.

With the service of selling and servicing new and used vehicles, the company is able to offer extended warranty on purchased vehicles, mobile warranty, maintenance contract service and long-term business lease.

In our salons we offer various financing options for purchasing by credit, operating or financial leasing, with the sale of all-risk-insurance and standard car insurance.

In the sales salons built according to manufacturer's current standards, new attractive models of vehicles are exhibited, which, with the expert service of our sales advisors, enable the customers to choose the vehicle that best suits their wishes and needs.

In service workshops it is possible to perform all types of preventive, regular and corrective maintenance of vehicles. For vehicles older

than four years, special benefits are provided for the purchase and installation of original spare parts and for services in our workshop.

In addition to maintenance services inside or outside the warranty period, replacement vehicle warranty, extended warranty and maintenance, seasonal service operations are also carried out in compliance with standards of the represented vehicle brands. At all locations we can offer tire sales, all kinds of vulcanization services and tire storage.

Special attention is paid to all regulations and recommendations on environmental protection and work protection for our employees. All sale-service centers own ISO 9001, 14001 and 5001 certificates for quality control, environment protection and energy efficiency.



Auto Hrvatska Automobili continuously invests in training of sale-service teams, tracking technical innovations in vehicles and meeting manufacturer's service standards.

The salon and service working hours are tailored to the needs of the user, while the location and workshop facilities allow easy access and fast and quality service. In line with our long experience and continuous expansion of our business, in December 2018 we expanded our offer

with Peugeot brand vehicles and within Heinzlova Business Centre complex we opened a new sale-service center equipped to the manufacturer's highest standards.

In 2019, we continued the expansion of the sale-service network in the Split-Dalmatia County, where we opened a new sale-service center for personal and light commercial vehicles for Renault and Dacia brands in Kaštel Sućurac in March.



Ante Čerkez, Joško Košta, Alen Vuksan-Čusa, Vjekoslav Stubljar, Šime Klanac

SALE-SERVICE NETWORK

As a part of Auto Hrvatska Automobili business operations, six sale-service centers for personal vehicles are operating within the specialized program network.

At the Heinzelova sale-service center in Zagreb, sale and authorized service for personal and light commercial vehicles of Peugeot brand is available, the center at Radnička 182 in Zagreb offers sale and authorized service for light delivery vehicles of Fiat brand with an authorized Ford brand service center, the Zadar center offers sales of Volkswagen and Audi brand vehicles and authorized service for VW, Audi and Škoda vehicles, Rijeka's center includes sales and authorized brand service for Mazda, while Karlovac offers sales of Volkswagen and ŠKODA vehicles, authorized service for VW, ŠKODA, Ford and Fiat vehicles and in Split includes sales and authorized service of Renault and Dacia vehicles.

Centers in Zadar and Split, on top of contemporary service equipment and modern information and diagnostic systems, also provide body repair services.

Personal and light-delivery vehicle service centers rely on continuous staff training to follow technical progress and increased complexity of motor vehicles, which requires constant development of expertise for maintenance and repair services of motor vehicles. In addition to this, we can also offer wheel geometry service, tire replacement and storage, and interior and exterior car wash service.

PRE-OWNED VEHICLES

All locations also include used vehicle centers with a wide offer of personal and light commercial vehicles and a broad range of services that, besides the purchase themselves, offer a replacement of vehicles according to the principle "old for new" and repurchase of vehicles.

Used vehicles can be financed through financial or operational leasing, bank loans or credit cards.

In order of establishing long-term cooperation with our customers, sold used vehicles include a warranty up to 15 months from the date of purchase and mobile warranty service, including the transport of the vehicle to the nearest service workshop in the event of a sudden vehicle failure.

Auto Hrvatska Automobili is an authorized DasWeltAuto partner at the Zadar and Karlovac locations.





SUV Rock Party

Presentation of VW and ŠKODA SUV models in Karlovac

Auto Hrvatska Automobili held a presentation of SUV models from VW and ŠKODA brands in December of 2018, in Karlovac. All SUVs from the rich offer were exhibited at the popular Karlovac gathering site Papas Bar, including VW Tiguan, T-Roc and new Touareg, ŠKODA Karoq and Kodiaq.

Numerous guests were addressed by the Executive Director for the Personal Vehicle Program of Auto Hrvatska Business group and the Auto Hrvatska Automobili company director Alen Vuksan-Ćusa, where he thanked buyers and importer

representatives of VW and ŠKODA brands for their trust in 2018, while highlighting the high market achievements of brands represented in the county as well as the capacities and comparative advantages of the dealer-service center in Karlovac.

Ante Čerkez, the sales manager of VW and ŠKODA vehicles in Karlovac, highlighting their offer, while Vjekoslav Stubljar, the post-sales manager in Karlovac, reviewed the service capacity of VW and ŠKODA center.





PEUGEOT

Opening of the Peugeot sale-service center in Zagreb

Auto Hrvatska Business Group expanded its vehicle offer with the Peugeot brand.

As part of the Heinzelova Business Center at Heinzelova 70, on December 6, 2018, a new Peugeot sale-service center was opened, equipped to the highest quality and functionality standards of Peugeot.

At the new center, Auto Hrvatska sells Peugeot's personal and light commercial vehicles, accessories, spare parts of the Peugeot brand and used cars, and also offers authorized vehicle service. The sale-service center extends over 450 m2 of salon space and 450 m2 of service space, including a car wash.

As part of the opening ceremony, numerous guests and journalists had the opportunity to see the new fastback coupe / limousine Peugeot 508, which entered the Croatian market in early 2019.

The salon also featured a Peugeot 3008, the Croatian and European 2017 car of the year. The enthusiasts were also interested in other models from the Peugeot car fleet– Peugeot 108, 208, 308 SW and SUV 2008 and the new Rifter.





55 years of Auto Hrvatska in Zadar

An anniversary of cooperation between Auto Hrvatska, Volkswagen and Audi was celebrated.

At the end of September 2018, in the beautiful seaside setting of the Portus Beach Bar in Marina Dalmacija in Sukošan, the 55th anniversary of cooperation between Auto Hrvatska and the brands Volkswagen and Audi in Zadar was celebrated.

The 55-year retrospective started at sunset, where many guests enjoyed the evergreens of A.J. Jazz Trio with vocal performance by Elena Stella, and celebrated the unforgettable hits of the 80's and 90's with DJ Domagoj Veršić.

On this occasion, new vehicle models from the Volkswagen and Audi family were presented. Guests were able to look at the new Volkswagen Touareg, Arteon, T-Roc, Passat, UP! and Tiguan. Audi

lovers enjoyed the new Audi Q8, A7 and A6 with great interest, and were also reminded of the well-known A3 and Q2 models.

During the evening, Alen Vuksan-Ćusa addressed numerous guests, referring to the long-standing cooperation and presence of Auto Hrvatska in Zadar while emphasizing the capacity and comparative advantages of the Zadar Business Centre, where Volkswagen and Audi sale-service centers are also operating.

During this speech, Vuksan-Ćusa specially thanked all the gathered customers, representatives of importers and their associates for their perseverance and mutual trust.

This center includes:

- An authorized dealer-service center for Audi vehicles
- An authorized dealer-service center for VW vehicles
- An authorized dealer-service center for ŠKODA vehicles
- A pre-owned vehicle center





KAM i BUS
IMPORTER



KAM i BUS Importer Croatia

KAM i BUS Importer d.o.o. is the main importer and authorized Ford truck service provider for the Republic of Croatia.



Mario Tisanić, Lari Host, Mirza Alićajić

The company is a member of the Auto Hrvatska Business group, founded in 2017 when the import contract was signed and the first Ford Trucks sale-service center was opened at the location Radnička 182 in Zagreb. The year 2018 was the year of entrance of Ford trucks on the market of Central and Eastern Europe, and the year in which the new lorry model was crowned with the prestigious International Truck of The Year 2019 award.

The new F-MAX, as the forerunner of the new generation of advanced vehicles, is a complement to the existing model portfolio. It is a vehicle that sets new standards of economy, safety and comfort in the segment of international long route lorries. All the preliminary work was made to achieve, on the basis of existing and new F-MAX models, significant market share growth of Ford's trucks in 2019. Positive reactions of demo-vehicle drivers and

buyers of new trucks, who were all satisfied with the efficiency and economy of Ford's vehicles, give faith in the business model.

The Ford F-MAX lorry, which is at the cutting edge of trucks' technological development, is the pinnacle of Ford's truck manufacturing tradition spanning over almost 60 years. It marks a new direction of the auto-industry movement towards networked and fully autonomous vehicles. F-MAX has shifted driving comfort standards due to innovative additional compartments, flat floor and cockpit height, while a 500hp engine amazes with power, agility and low fuel consumption. All this is covered in reviews of professional journalists from all over Europe who, having become convinced of its superiority, have awarded the F-MAX new truck model the prestigious International Truck of The Year 2019 award at the IAA fair in Hannover.



KAM i BUS
IMPORTER



KAM i BUS Importer Slovenia

The Slovenian member of the Auto Hrvatska Business group, KAM i BUS Importer d.o.o., was registered in late 2017, while the center was opened in April 2018.

With the opening of the center in Ljubljana, the Ford Trucks sales network in Central and Eastern Europe continued to grow and conquer the demanding European market. In that context it is important to mention the opening of the Ford central warehouse in Poland, where parts for all vehicle models are available, allowing quick deliveries of Ford parts throughout Europe.

Slovenia is at the very top in Europe by the number of new trucks sold in relation to the number of inhabitants. The market is large, demanding, competitive and looking for excellence that Auto Hrvatska can offer due to more than 50 years of knowledge and gained experience in the sale and servicing of commercial vehicles.

The choice of the location for the center is extremely important in the field of commercial vehicles because it must be accessible for heavy duty vehicles. At the Ford Trucks sales center on Celovska 492 in Ljubljana, the space has been used for the same activity for years, and with the arrival of Ford, it has been completely redesigned to high industry standards along with those of the Ford Trucks principal, equipped with state-of-the-art tools and ready to receive any truck or bus regardless of the brand of the vehicle.

Knowledge and speed are invaluable in the maintenance of commercial



vehicles. Service knowledge and education are strengths which Auto Hrvatska has proven with its long standing tradition in Croatia, and it carries it over with equal success to markets in Bosnia and Herzegovina, Macedonia and Slovenia. The cost of maintaining Ford trucks is among the lowest on the market, which makes them really competitive on the Slovenian market.

Experienced service engineers are additionally trained and ready to fully assume the obligation to maintain Ford trucks. Along with an initial spares supply, quick supply of spare parts from the central warehouse in Poland is also ensured.



KAMION
IMPORTER



KAMION Importer Bosnia and Herzegovina

The newest member of the Business group, KAMION Importer d.o.o. was registered in Bosnia and Herzegovina at the end of 2018. A ceremonial signing of the Ford Trucks import contract was held in Sarajevo in February, and construction of a brand new Ford Trucks sale-service center in BH is underway.

Due to the considerable market potential it was decided that the location of the center would be in Tuzla, in the industrial zone of Lukavac. The new center in Tuzla is in its construction phase, according to the highest standards of profession and of our principal, and will be equipped with the most modern tools, the optimal amount of spare parts and ready to receive the first vehicles in June 2019.

At times when user fleets most often have two brands of trucks and trailer vehicles, it is necessary to adapt to the requirements of each individual customer and take care of as much maintenance as possible. Thus, the new center in Tuzla will open its doors for all those who need professional service assistance, regardless of the vehicle brand.

INTERNATIONAL TRUCK OF THE YEAR

FORD TRUCKS F-MAX



2019

PROUD WINNER

By winning the 2019 International truck of the year award, Ford Trucks F-MAX lorry is ready to travel the world. It's time to show everyone why it won this prestigious award.

AUTO HRVATSKA

Auto Hrvatska d.d.

Auto Hrvatska d.d. is the parent company of the Auto Hrvatska Business group.

A system of 10 companies carries out commercial and service activities in the commercial and personal program for new and used vehicles with associated parts, tires, service equipment, tools and service.

The business group operates at 27 venues with about 700 employees.

Joint affairs provide support to members of the Business Group in human resources, legal affairs, financial affairs, accounting, tax advisory and internal tax supervision, information and communication technologies, real estate investments and maintenance, general economic affairs, corporate communications, internal audit and control.

Along with tradition and reputation that Auto Hrvatska has acquired in the past 66 years of business, the defined strategy continues to follow the vision of long-term development. New investments, improved service quality, tracking and introduction of new technologies, as well as digitalization of business, are the goals of future development.

Vision: become synonymous with competence and competitiveness in the market of car industry products and services.

Mission: to provide users with long-term availability of all types of high-quality car industry products and services, with appropriate handling of social values and environment protection..



Jure Tokić, Ante Belamarić, Tina Funarić, Caroline Vranić, Tajana Bokulić, Marina Korpar, Almira Hernaut, Marija Kosanović, Lidija Križan, Jure Kurtušić, Ante Drmić, Nebojša Radan



AUTOTANGENTA

Auto Tangenta

Auto Tangenta d.o.o., member of the Auto Hrvatska Business group, started its operations in January of 2014.

By offering all risk insurance and standard car insurance, Auto Hrvatska Business Group has expanded its sales range and with the offer of financing and maintenance contracts for buyers of personal and commercial vehicles, it has enabled the procurement of vehicles according to the „key in hand“ paradigm.

Auto Tangenta d.o.o. runs the portfolio of Auto Hrvatska Business Group in the area of contracting policies, managing harmful events, assessing and managing risk and consulting during selection of optimal solutions for organizations.

The company participates in the market with the offer of vehicle insurance, life insurance, property insurance, travel insurance, vessel insurance, transportation insurance, accident insurance and liability insurance. The business goal is to increase productivity and provide customers with insurance that meets their needs in order to protect against potential risks. By educating employees and with their proactive approach, business expertise is strengthened.



Customers are at the center of operations. To better meet their needs, they strive to optimize business processes and improve availability through the sales network of the Auto Hrvatska Business group. In situations where the insurance market does not offer a solution for the client's needs, the company initiates development of new insurance products in cooperation with an insurance company which possesses the knowledge and strength to respond to the market needs.



Zagreb Auto Show

Auto Hrvatska participated at the 14th international Zagreb Auto Show, which took place at the 2018 Zagreb Fair from April 5th – 10th. Operations and the offer of Business group members were exhibited in pavilions 6 and 15.



PAVILION

- ☐ Fiat commercial vehicles (sales, service)
- ☐ Pre-owned vehicles (sales, service)
- ☐ Authorized services
- ☐ Services for all personal vehicle brands
- ☐ Sale-service centers for all commercial vehicle brands
- ☐ Tires, spare parts, oils, batteries, tools
- ☐ Service equipment (sale and lease)
- ☐ Vehicle financing
- ☐ Vehicle replacement and repurchase
- ☐ Turbocharger and brake calipers refurbishing service
- ☐ Refrigeration chamber repair service
- ☐ Bosch Diesel Center services





OPEN SPACE

- ☐ New MAN trucks
- ☐ New MAN, NEOPLAN and Otokar buses
- ☐ Used trucks and buses
- ☐ Authorized service for MAN, NEOPLAN and Otokar
- ☐ Sale-service center for all commercial vehicle brands
- ☐ OEM spare parts for MAN, NEOPLAN and Otokar
- ☐ Commercial vehicle rent service
- ☐ Commercial vehicle financing
- ☐ Commercial vehicle insurance
- ☐ ProfiDrive – driving course
- ☐ New trucks from Ford Trucks
- ☐ New Kässbohrer trailer vehicles



Newly opened business centers



PSC Osijek



Peugeot center Zagreb



Ford Trucks Zagreb



Ford Trucks Ljubljana



Ford Trucks Tuzla



Renault and Dacia center Split



COMMERCIAL VEHICLES

MAN IMPORTER HRVATSKA d.o.o.

AUTO HRVATSKA PSC d.o.o.

MAN IMPORTER BH d.o.o.

MAN IMPORTER MAKEDONIJA d.o.o.e.l.

KAM i BUS IMPORTER d.o.o.

KAM i BUS d.o.o.

KAMION IMPORTER d.o.o.



PERSONAL VEHICLES

AUTO HRVATSKA AUTOMOBILI d.o.o.

AUTO HRVATSKA PSC d.o.o. podružnica AUTO HRVATSKA AUTODIJELOVI d.o.o.



JOINT BUSINESS

AUTO HRVATSKA d.d.

AUTO TANGENTA d.o.o.



Greetings from the employee meeting!



