



Nouakchott, May 30, 2007

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## PRESS RELEASE

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### Opening of CFAO Motors in Mauritania

**If the car is CFAO's passion,  
service is its job**

"In 1887 CFAO established itself in Africa, in Senegal. 120 years later, in May 2007, CFAO's commitment to Africa has continued, as the 32nd African country in which CFAO is establishing itself today is Mauritania" declared Alain VIRY, the chairman and CEO of CFAO, who came specially from Paris to open CFAO Motors, his Group's new automobile dealership.

In Mauritania, **CFAO Motors** is the exclusive importer-distributor of Peugeot, Suzuki and Isuzu vehicles and symbolises the CFAO's ambition in terms of service. "Service is our job" declared Joël AMAR, General Manager of CFAO Motors in Nouakchott. "The quality of our infrastructure, the state-of-the-art technology that we use, the training process for our Mauritanian staff enable us to offer a service that is unique in Mauritania, responding to international standards" he concluded.

**CFAO Motors** is positioning itself as the only Mauritanian player capable of providing its customers with varied and high quality services. This new dealership, which will be managed according to international standards, represents an investment of 100 million Ouguiya and employs 12 experts in the automobile sector. The vehicle ranges on offer have been supplemented in the last few days with a rental offer using the Avis card that CFAO Motors is launching, in Mauritania.

CFAO Motors will shortly add the distribution of Yamaha motorbikes and quad bikes to its offer, and probably a brand of tyres...

## **About CFAO**

*A subsidiary of PPR, **CFAO** is the leading automobile and pharmaceutical distributor in Africa and in the French Overseas Departments and Territories. **CFAO** is also a recognised player in industry and in business through its CFAO Industries & Trading brand, and in the distribution of New Information and Communication Technologies (NICT) through its CFAO Technologies brand. Established in 32 African countries and 6 Overseas Departments and Territories, **CFAO** achieved a turnover of €2.219 billion in 2006, with 10,400 employees.*

**Find out more at:** [www.cfaogroup.com](http://www.cfaogroup.com)

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