



SWISS AUTOMOTIVE GROUP AG
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SWISS AUTOMOTIVE GROUP

The Swiss Automotive Group is a corporate group owned by two Swiss families, offering a full range of services for the vehicle maintenance market in Switzerland and other European countries.

We are

for our customers the only business partner that stands for a full range of products and services in terms of supply and support.

for our employees a dynamic employer that stands for team spirit whilst also focusing on the individual development of each member of staff.

for our suppliers the innovation leader that relies on a long-term partnership based on dependability, security and openness to the customers needs.

for the general public a commercial player that recognises the importance of society, politics, the environment, safety and health in promoting sustainable development.



Olivier Métraux
Chairman of the Board of Directors

Sandro Piffaretti
Vice Chairman of the Board of Directors

Employees

1,750 full-time employees
32 nationalities
10,111 years of service
41 years old on average

Market presence

Over 80 branches in Switzerland, Austria, Belgium and the Netherlands

Orders

Over 20,000 a day

Range

Over 250,000 items

Delivery vehicles

480

Turnover

Over 500 m CHF

Contact

www.sag-ag.ch

SWISS AUTOMOTIVE GROUP

In 2009, the two family companies Métraux Services and Derendinger merged to form the Swiss Automotive Group, creating a rapidly growing and dynamic corporate group that plays a leading role in the free market for unbranded vehicle wear parts.

Our main aim is to offer our customers comprehensive and integrated services beyond the basic supply of spare parts. Our services range from a unique ordering and delivery service with multiple daily deliveries to training and consulting services.

The owners, Sandro Piffaretti and Olivier Métraux, are personally committed to continuity and targeted development. Thanks to clear corporate governance, the Group has a sensible and focused strategy designed for long-term growth.

The fact that we must assert ourselves each day in the independent, non-contractual spare parts trade is an additional incentive. To achieve this, we rely on our employees' entrepreneurial approach by transferring a great deal of trust and responsibility to each of them by virtue of our decentralised structure.

Clear separation into market sectors and business divisions or departments maximises use of the available synergies. At the same time, we are not afraid to pit our Swiss sales organisations against each other, thus stimulating peak performance and constantly enhancing our services for the benefit of our customers.



Kurt Schnyder
CEO, Swiss Automotive Group



Swiss Automotive Group	6
SAG mission statement	8
SAG as an employer	10
Technomag AG	14
Derendinger AG	16
Wälchli+Bolliger AG	18
Derendinger Handels GmbH	20
Remco Belgium NV	22
SAG Services AG	24
SAG Informatik AG	26
SAG Sourcing AG	28
SAG Logistics AG	30

The product and service range

With a range of more than 250,000 items, the Swiss Automotive Group is the market leader for car and commercial vehicle spare parts in Switzerland, Austria, Belgium and the Netherlands. Alongside service and repair parts, the range also includes lubricants, chemicals, accessories, workshop equipment and consumables. The customers of the Swiss Automotive Group are mainly garages, independent repair shops, body shops and car electricians, as well as special vehicle manufacturers, resellers and specialist retailers.

Closeness to customers is one of the Group's top priorities. This is guaranteed by a dense network in Switzerland, Austria and the Benelux countries. Multiple daily delivery rounds ensure that the products are highly available, making for a unique "just in time" service. So customers can quickly and easily handle the maintenance and repair work on the vehicles entrusted to them without keeping their own stocks.

The Swiss Automotive Group offers valuable support to multi-brand companies in particular. Industry-specific software solutions, individual technical support and a wide range of training programmes help to make these companies competitive and strengthen them for an extremely tough market environment.

To make this brochure easier to read, we have chosen not to use masculine and feminine forms of speech (e.g. his or her) at the same time.

The divisions of the Swiss Automotive Group



Mission and vision

- We want to be the leading supplier of innovative and comprehensive solutions for the vehicle maintenance market in Switzerland while aiming for leadership in the other markets where we work.
- As a reliable partner, we promote our customers' entrepreneurial development and success.
- We want to create a dynamic working environment for our employees that promotes team spirit and individual development.
- We want to achieve an outstanding and sustainable return in order to secure the development and independence of our Group.

Our values

- Our success hinges on our customers. Meeting their demands and needs is our top priority and should ensure long-term collaboration.
- We respect the cultures of the countries where we operate and take account of differing customer needs from region to region.
- Years of expertise in logistics, distribution, information management, range building and technical support guarantee a high quality of service.
- Innovative processes and services are a source of lasting differentiation.
- Our products meet safety and environmental requirements.
- We aim for long-term collaboration based on trust with suppliers, banks and other partners.
- Our employees are our crucial competitive strength. We create opportunities for further training and careers within the Group. Loyalty, dependability and experience are important to us.
- We want to promote each staff member's personal responsibility and entrepreneurial thinking.
- We maintain fair management based on respect.
- Jointly agreeing and achieving objectives is the foundation for cooperation between managers and staff.
- As part of our opportunities, we offer secure jobs with good employee benefits.
- Economy is the guiding principle of our activities and development steps.

Sustainability and security

We make all our decisions with a view to their lasting effect and never for the short term.

This starts with sound planning, followed by detailed selection, transparency in appointment and involvement in management, culminating in a targeted and individual promotion.

Based on our objectives, combined with high quality standards and supported by integrated systems and processes, we see it as our social duty to secure and create jobs for the long term.

Our employees

Our employees take responsibility and commit themselves day after day to our customers and objectives. In doing so, they enjoy the backing of their employer both in professional and personal terms.

A generous commitment in terms of further training is a matter of course, as are progressive terms of employment. Outstanding employee benefits offer all members of staff the security they need.

The employees are aware that a sensible work-life balance is vital for high performance. They know that their employer supports them in this and they use the opportunities offered to them. We want every employee to be proud to participate actively in the success of the business.

Promotion

We invest in the promotion of our employees in order to motivate them, secure their long-term commitment and keep their know-how within the Group. Whenever possible, we aim to fill all executive and key positions with internal candidates.

We work with the nominated employees to develop individual programmes comprising all the conventional tools of promotion: deputisations, internal rotations, additional tasks, participation in internal training courses and workshops, project work/project management and much more.

Externally, we offer generous financial support and plenty of time for targeted, accredited further training. In doing so, we build on our employees' great commitment to professional development.

Apprentices

In the Swiss Automotive Group, promoting our employees and securing the next generation begins with training young people.

We want to train the best school leavers to become the best young professionals, so applicants for apprenticeships go through a demanding selection process. The apprentices achieve their ambitious targets thanks to great commitment and interest in the subject, as well as lasting professional and personal support from their superiors.

They begin their apprenticeship with a shared induction week involving sport and fun, plus their first chance to learn, develop and apply networked knowledge.

This lays the foundation for an outstanding apprenticeship, with a record of achievement that helps the young apprentices make a successful start in a promising career. Whenever possible, we offer strong and interested candidates a job opportunity within the Group.

Totally automotive

A successful partnership with our customers is our top priority. Alongside its extensive range, Technomag AG offers various partnership models for individual needs. It supports its customers on technical matters, advises them on commercial issues and offers face-to-face meetings to define sales targets and services as the basis for a “CMS agreement”.

With its range of spare and repair parts for cars and commercial vehicles, chemical products, workshop equipment, drive technology and power transmission components, Technomag AG covers all of its customers’ needs. It has a network of 25 branches throughout Switzerland and a fleet of 180 vehicles to guarantee a fast, reliable and personal delivery service.

With two workshop concepts, Technomag AG offers tailored solutions for multi-brand companies.



Country
Switzerland

Established
1949

Employees
490

Branches
25

Customers
30,000

Range
250,000 items

Delivery vehicles
180

Contact
www.technomag.ch



For strong garages

The history of a traditional company makes us strong. Since its foundation in 1930, Derendinger AG has been a dependable partner for garage owners. With its capacity to innovate, it proves each day that tradition and innovation are perfectly compatible. Today it is one of the leaders in the Swiss automotive and commercial vehicle trade.

Derendinger AG serves independent and branded garages, commercial vehicle and motorcycle workshops at 32 locations. For more than a decade it has successfully combined online B2B trading with personal customer service thanks to qualified specialists in the office and the field. With its wide range of spare parts, tyres, lubricants, workshop equipment, diagnostic tools and consumables, it demonstrates its awareness of its customers' needs. Its products, delivery service and customer focus go together to make a unique offering in the automotive industry.

The tailored "Garage plus" workshop concept offers comprehensive support to multi-brand companies.



Country
Switzerland

Established
1930

Employees
650

Branches
32

Customers
30,000

Range
250,000 items

Delivery vehicles
200

Contact
www.derendinger.ch

A specialist for traders and vehicle importers

Meeting different customer needs is our aim. Wälchli+Bollier AG specialises in supporting wholesalers and major customers in Switzerland. It supplies the full Swiss Automotive Group product range and is also an authorised specialist for Hella and Thule products.

Wälchli+Bollier AG also relies on a combination of IT-supported sales concepts with its own online shop and personal service. It continuously extends its range and, since autumn 2010, has offered a wide range of tyres in collaboration with Ihle.



Country
Switzerland

Established
1947

Employees
13

Customers
250

Range
250,000 items

Contact
www.waelchlibollier.ch

Car parts from the expert

The Group entered the Austrian market in 2002 by acquiring the assets of the former Autopart GmbH. Implementing the parts and services offered by the Swiss Automotive Group laid the foundation for strong growth.

We are constantly expanding the branch network and number of delivery rounds to the customer, thus underlining our commitment to customer focus and personal service. The product portfolio comprises car spares, lubricants, tyres and a full range of equipment for modern workshops.

Since 2009, Derendinger Handels GmbH has offered the successful “plusService” partnership scheme for multi-brand workshops in Austria.



Country
Austria

Established
2002

Employees
300

Branches
25

Customers
18,000

Range
250,000 items

Delivery vehicles
80

Contact
www.derendinger.at

Regional customer focus in the Benelux countries

We rely on tradition and development. Over the last 50 years, REMCO Belgium NV has evolved from an exceptional brake specialist to become an all-round supplier. It offers an extensive product range for trucks and trailers, serving the regional markets in Belgium and the Netherlands via the headquarters in Ghent and four other locations.

REMCO Belgium NV combines its sound technical knowledge with individual customer service on a daily basis. It has its own workshops where brake pads and callipers are re-conditioned by certified processes, and it supplies its individual branches every night with deliveries from the central warehouse.



Country

Belgium

Established

1962

Employees

70

Branches

5

Customers

4,400

Range

180,000 items

Delivery vehicles

25

Contact

www.remco.be

The heart of Group-wide business processes

Managing a dynamic corporate group professionally in terms of strategy, finance and personnel is crucial to survival in a highly competitive market. SAG Services AG combines the Group Management, Finance and Human Resources divisions in a clear structure across companies, thus creating the required data transparency.

SAG Services AG uses existing synergies and taps new potential for improvement. It implements clear management processes and supplies its specialists know-how to all market and specialist divisions, thus ensuring that comparable processes run identically throughout the Group.



Country
Switzerland

Established
2009

Employees
65

Apprentices
approx. 100

Locations
Dietlikon (CH), Bern (CH),
Salzburg (AT)

The electronic centre of our everyday business

Reliable handling of electronic business processes is a key factor for us. SAG Informatik AG develops and implements tailored IT solutions for the Swiss Automotive Group and the individual subsidiaries, taking charge of operations at the companies own data processing centres.

As a qualified service provider, SAG Informatik AG advises its internal customers on strategic IT policy, purchases the technical infrastructure and guarantees its functionality, trains staff and operates a professional service desk to ensure trouble-free everyday IT operations across all divisions.



Country
Switzerland

Established
2009

Employees
40

**E-mails sent to SAG
each year**
950,000

Locations
Dietlikon (CH), Bern (CH),
Sibiu (RO)

The link between suppliers and marketing associations

Any of our products may be the right one at the crucial moment. SAG Sourcing AG organises and develops our Group-wide range, paying close attention to the needs of each market segment. So each day it makes the crucial difference between theoretical and actual availability, while its transparent pricing policy and comprehensive service packages contribute to our success.

The team at SAG Sourcing AG is available to give our customers answers not found in any catalogue. They regularly review our suppliers to make sure we are working with the right partners. They maintain and interlink millions of items and vehicle master records to make our catalogue more user friendly. They pass on their extensive know-how to the staff of the other Group divisions, constantly maintain our master data and support our customers with training courses and on our hotline.



Country
Switzerland

Established
2009

Employees
95

Purchasing volume
200 m CHF

Range
> 500,000 items

Parts in stock
> 250,000 per year

Suppliers
300

Orders placed with suppliers
30,000 per year

Locations
Switzerland: Cham, Bern,
Dietlikon, Etagnières,
Hunzenschwil
Romania: Sibiu

The basis of our delivery precision

A reliable and market-driven flow of goods is one of the main factors in our success. SAG Logistics AG guarantees this process as the logistics base of the Swiss Automotive Group in Switzerland. It coordinates and monitors our entire range from delivery by the supplier until punctual delivery to the branches. The team includes qualified specialists who find efficient solutions, even for extraordinary logistical challenges.

With 5 regional warehouses, SAG Logistics AG is close to the branches. It can achieve a delivery readiness of 96 % within two hours, administers the distributors branch warehouses alongside its own depots and allows fully automatic and individual calculation of each warehouses stock. It handles all transportation between the branches and regional warehouses according to a finely tuned schedule and achieves extremely high availability for the required products with its daily deliveries.



Country
Switzerland

Established
2009

Employees
270

Storage space
35,000 m²

Transport vehicles
40

Stock movements
8 m per year

Locations
Switzerland: Cham,
Oensingen,
Bern, Dietlikon, St. Gallen,
Etagnières, Pregassona