

# 2011 GUIDE TO EUROPE'S

# Automotive News Europe BIGGEST DEALERS

## 1. PORSCHE HOLDING

Porsche Holding's main business is selling VW and Porsche cars in central and eastern Europe and multiple brands through its French unit PGA. It was acquired by VW group on March 1.

**Sales points:** 334 (2010 figure) **CEO:** Wolf Dieter Hellmaier

## 2. EMIL FREY

Emil Frey operates in five European countries and distributes 30 car brands. The acquisition of Koenig Group's Ford dealerships and Kroyman's Bentley dealers has boosted growth.

**Sales points:** 284 **CEO:** Walter Frey

## 3. PON HOLDING

Pon sells VW group brands in its home market of the Netherlands and in Poland. At the end of 2010, the company sold seven VW and four Audi dealerships to help improve its profitability.

**Sales points:** 40 **CEO:** n/a

## 4. INCHCAPE

Inchcape operates in 26 countries throughout the world. Its brand portfolio is similarly wide and includes VW, Jaguar, Land Rover, BMW, Mercedes, Ford and Toyota.

**Sales points:** 240 **CEO:** Andre Lacroix

## 5. D'IETEREN GROUP

D'Ieteren imports and distributes VW group brands in Belgium and owns the Avis and Budget car rental companies. In 2010, automotive revenue accounted for 2.73 billion euros of the group's 7.05 billion euros sales.

**Sales points:** 16 **CEO:** Jean Pierre Bizet

## 6. PENDRAGON

Pendragon sells more than 20 car brands through its Stratstone premium division and its Evans Halshaw volume brands unit. During the crisis, the company has focused on used car sales to boost income.

**Sales points:** 245 **CEO:** Trevor Finn

## 7. DOGUS

One of Turkey's biggest car distributors, Dogus is the only retailer in the world that sells all the VW group brands in single showrooms.

**Sales points:** N/a **CEO:** E. Ali Bilaloglu

## 8. ARNOLD CLARK

Fiat, Ford, Renault and Vauxhall are among the many volume brands sold by Arnold Clark, which operates mainly in Scotland and northern England.

**Sales points:** 145 **CEO:** Arnold Clark

## 9. UKAVTO

Opel, Chevrolet, Lada and Kia are the main brands sold by UKAVTO, which has Ukraine's largest car distribution network and several dealerships in Poland.

**Sales points:** 633 **CEO:** Olexandr Kozis

## 10. AMAG

AMAG imports and sells VW group brands in Switzerland. In 2010, the company was helped by VW's market share increase in the country.

**Sales points:** 82 **CEO:** Morten Hannesbo

## 11. BERGE

Toyota and Nissan are the main brands sold by Spain's Berge. The group also plans to sell cars in Spain from China's BYD, Geely and SAIC.

**Sales points:** 23 **Managing Director:** Jorge Navea

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Autobiz data courtesy of Autobiz Guide to European Dealer Groups available from [www.autobiz.fr](http://www.autobiz.fr). Tel: +33 1 41 44 91 06

## Top 25 ranked by new-car sales

Rank	Company	Country (unit sales)	Sales 2010 (unit sales)	Sales 2009 (unit sales)
1.	Porsche Holding	Austria	431,200	420,824
2.	Emil Frey	Switzerland	209,000*	190,000
3.	Pon Holding	Netherlands	128,000*	122,200
4.	Inchcape	UK	120,000*	117,000
5.	D'Ieteren	Belgium	118,000	99,200
6.	Pendragon	UK	101,000	106,000
7.	Dogus	Turkey	89,000	50,800
8.	Arnold Clark	UK	77,600	69,000
9.	UkrAVTO	Russia	74,400	66,300
10.	AMAG	Switzerland	76,300	67,000
11.	Berge	Spain	66,900	57,000
12.	CFAO	France	64,900	67,000
13.	Louwman	Netherlands	59,000	54,500
14.	Lookers	UK	58,400	61,400
15.	Avtomir	Russia	58,100	49,900
16.	Penske (Europe)	USA	57,400*	52,000
17.	Salvador Caetano	Portugal	54,300	47,100
18.	Møller	Norway	50,700	36,800
19.	SAG	Portugal	47,600	34,100
20.	Alcopa	Belgium	47,000	45,000
21.	Major Auto	Russia	44,000*	40,000
22.	AVAG	Germany	42,700	49,400
23.	Rolf Group	Russia	42,400	38,900
24.	AAA Auto	Czech Republic	39,500**	37,200
25.	Bilia	Sweden	35,200	25,600

\*Autobiz estimates \*\*Used cars only  
Source: Autobiz Guide to European Dealer Groups

## Top 25 ranked by revenue

Rank	Company	Country	2010 (€ in billions)	2009 (€ in billions)
1.	Porsche Holding	Austria	12.84	12.20
2.	D'Ieteren	Belgium	7.05	6.27
3.	Inchcape	UK	6.88	6.30
4.	Pon Holding	Netherlands	5.62*	5.00
5.	Pendragon	UK	4.17	3.60
6.	Emil Frey	Switzerland	4.00*	4.00
7.	AMAG	Switzerland	3.00	2.70
8.	Pense (Europe)	USA	2.96	2.65
9.	CFAO	France	2.68	2.58
10.	Arnold Clark	UK	2.65	2.25
11.	Salvador Caetano	Portugal	2.50	2.40
12.	Jardine Motors	UK	2.46	1.76
13.	UkrAVTO	Russia	2.32*	2.00
14.	Lookers	UK	2.20	1.97
15.	Møller	Norway	1.95	1.51
16.	Dogus	Turkey	1.72	0.99
17.	Bilia	Sweden	1.70	1.29
18.	Major Auto	Russia	1.37*	1.10
19.	Avtomir	Russia	1.21	0.91
20.	Berge	Spain	1.20	2.60
21.	AVAG	Germany	1.17	1.23
22.	Marshall	UK	1.17	0.85
23.	Rolf Group	Russia	1.14	1.43
24.	Gottfried Schultz	Germany	1.10	1.01
25.	Alcopa	Belgium	1.09	1.01

\*Autobiz estimates  
Source: Autobiz Guide to European Dealer Groups

## 12. CFAO

The French group sells BMW, Ford, Opel, Chevrolet, Toyota, Peugeot and Hyundai cars in France but also has a big presence in former French colonies.

**Sales points:** 15 (France only) **CEO:** Richard Bielle

## 13. LOUWMAN

Toyota is Louwman's main brand. The group operates in the Czech Republic as well as its home market of the Netherlands.

**Sales points:** 42 **CEO:** Eric Louwman

## 14. LOOKERS

Lookers has expanded from its Manchester base throughout UK. Main brands are Vauxhall, Volkswagen, Ford, Renault, Peugeot and Citroen.

**Sales points:** 119 **CEO:** Peter Jones

## 15. AVTOMIR

Moscow-based Avtomir has expanded throughout Russia, adding brands such as Renault, Citroen, Ford, Opel, Hyundai, Kia and Suzuki to its portfolio.

**Sales points:** 41 **CEO:** Nikolai Gryzdev

## 16. PENSKE

This U.S. group operates in Europe mainly in the UK, but it also has dealers in Germany. BMW, Mercedes, Audi and Land Rover are its main brands.

**Sales points:** 150 **CEO:** Roger S. Penske

## 17. SALVADOR CAETANO

Last year, Salvador Caetano opened the Iberian peninsula's biggest multibrand dealer for VW, Toyota, Opel, Nissan and Peugeot cars in Sintra, Portugal.

**Sales points:** 124 **Chairman:** Jose Reis da Silva Ramos

## 18. MOLLER GROUP

Norway's Moller sells and distributes VW group brands and is expanding into Sweden and Baltic countries.

**Sales points:** 57 **CEO:** Pal Syversen

## 19. SAG

SAG is Portugal's importer for VW group brands, but its main revenue comes from its operations in Brazil.

**Sales points:** 14 **CEO:** Joao Pereira Coutinho

## 20. ALCOPA

Belgium's Alcopa plans to import cars from China BYD by next year, expanding a portfolio that includes Fiat, Ford, Opel, Citroen and Asian brands.

**Sales points:** 75 (2008 figure) **CEO:** Francois Hinfray

## 21. MAJOR-AUTO

Major-Auto's main retail outlet is a mega-dealership in Moscow that sells 26 brands and employs 2,000 people.

**Sales points:** 33 **Owner:** Michail Bachtiarov

## 22. AVAG HOLDING

Germany's AVAG is a major Opel retailer, but now is adding Ford dealerships. It is also expanding into central and eastern Europe.

**Sales points:** 122 **CEO:** Volker Borkowski

## 23. ROLF GROUP

Moscow-based Rolf sells 10 foreign brands. It was hit hard by the economic downturn and is focusing more on the aftermarket to recover.

**Sales points:** 26 **CEO:** Igor Salita

## 24. AAA AUTO

After limiting its operations to the Czech Republic and Slovakia during the crisis, AAA is again expanding into other eastern European markets.

**Sales points:** 25 **CEO:** Anthony James Denny

## 25. BILIA

Volvo, Renault and Ford are the main brands of Bilia, which operates in Sweden, Norway and Denmark.

**Sales points:** 62 **CEO:** Jan Pettersson