



*A Century of
Passion*



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groupe
massa

It's

**5 Trades Specialised
in Tyre Business**

**More than
500 Collaborators**

3 100 000 Tyres

**140 000 000 Euros
Sales in 2004**

Activities

Distribution



Wholesale

Imagine Car
Signes d'exception

Retreading



Truck services



Auto Centers

MASSA Autopneu
L'amî de mon auto est mon ami.



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L'amî de mon auto est mon ami.
IDENTITY CARD

Activities
Auto Center - City Centre Shops
Trucks/Passenger Car Tyre Shops
Traditionnal Country Shops

Product
Tyres - Brake system - Suspensions
Exhausts - Wheels - Battery
Oil change ...

Buyer
Private Persons and Compagnies
Artisans - Building trades -
Transport specialists ...

Key features
39 outlets
320 collaborators
650 000 tyres
12 000 wheels
85 000 tons of oil

IPS
IDENTITY CARD

Activities
Market study and analysis
Resale price lists
Sales policy setting
Potential analysis
Standard stock propositions

Product
Michelin-Good Year-Dunlop-Pirelli
Continental-Bridgestone-Firestone
Dayton-Ceat-Fulda-Sava

Buyer
Wholesalers

Key features
24 persons
1 150 000 tyres
700 000 tyres to the AD Network
450 000 tyres all over France

Imagine Car
Signes d'exception
IDENTITY CARD

Activities
Tyre Wholesale
(Tuning Prestige Sales)

Product
Wheels O.Z - Valve - lock - Cleaning...
Michelin-Good Year-Dunlop-Pirelli
Continental-Bridgestone-Firestone
Dayton-Ceat-Fulda-Sava-Silverstone

Buyer
Car Dealer - Auto Center
Tyre Dealer - Accessory Shops ...

Key features
10 000 m2 warehouse
team of 43 persons
1 300 000 tyres
32 000 alloy wheels
8 500 customers
Turnover : 65 000 000 euros



SOGEPNEU
IDENTITY CARD

Activities
Truck Fleet Management
Breakdown Services (except motorways)

Logistic
Staff of 40 Persons
37 intervention vehicles
22 machines tools
5 geographic divisions all over France

Key features
8 500 Truck in management
1 056 000 000 leased kilometers
3 000 000 euros of turnover

REPNEU
rechapage
IDENTITY CARD

Activities
Cold retreading
Bandag Process
Quality certificated : ECE 109

Product
Low Operating Cost
Short Delay
Profile Choice

Logistic
7 Persons
600 m2 Workshop

Key features
4 000 000 euros annual sales
10 000 retreading annual

