



Market

F-Autocentar SA d.o.o. (since early 2007, the official abbreviated name is: F-AC d.o.o.) has demonstrated its serious intentions concerning successful long-term operations and development in the field of automotive industry by building a modern facility, sales and workshop service centre in Sarajevo, in Džemala Bijedića 175A street. Situated in an excellent location, the building with its surface of 4,000 m² fully complies with strict standards of world automobile producers, in all segments.

Despite being a very young company – among the last ones in this line of business to emerge on the market – it established itself as one of the most successful ones. The reputation enjoyed by F-Autocentar SA on the Bosnia and Herzegovina automobile market today is based on serious and professional approach to clients, and market positioning of brands from its portfolio.



Achievements

The company's sales and workshop capacities are dimensioned with the intention of ensuring high-quality services for the demanding and growing market of motor vehicles in Bosnia and Herzegovina.

By building and continuously expanding the network of authorised partners, sales and after-sales centres in Mostar, Tuzla, Banja Luka, Bijeljina, Travnik and Gradačac, the company ensures high-quality coverage of the Bosnia and Herzegovina market.

The sales and after-sales network is equipped to provide services of vehicle maintenance, both during the guarantee period and after its expiry.

Taking into consideration the standards of the Ford, Volvo, Mazda, Land Rover and KTM companies, the supplies policy and weekly procurements ensures excellent availability of original spare parts. Workshop centres are technically equipped and fully staffed, and the after-sales personnel is trained and educated for

maintenance and repair of vehicles in accordance with the highest European standards. As of May 2007, a new project – FordAssistance has been implemented. This program is intended for drivers and owners of Ford vehicles, ensuring their security and safety 24 hours a day, wherever they are in Bosnia and Herzegovina and Europe.

Through long-term contracts with international agents, the procurement market for all brands is organised to ensure the maximum possible competitiveness and profitability of the company, within the given conditions of realistic purchasing power on the Bosnia and Herzegovina market.

From the very start of business, the company established relations on the market, including cooperation with all important financial institutions in B-H, targeting to ensure their support resulting in more efficient sales. In order to absolutely simplify and shorten the way from wishing to finally owning a new car, F-AC was the first company in Bosnia and Herzegovina to establish its own arrangement for financing its buyers in early 2007, which was called F-AC Leasing.

History

In 2002, bidding in an international tender in a very tough competition of several dozens of renowned candidates from Bosnia and Herzegovina and other European countries, F-AC ensured a long-term status of exclusive dealer of the Ford programme for the territory of Bosnia and Herzegovina. The following year F-AC began building its premises. The sales and workshop service centre in Sarajevo was officially opened in early December the same year. At the beginning of 2004, F-AC signed a contract and at the



end of March it officially presented to the market the entire range of vehicles in the capacity of the authorised concessionaire for the Volvo premium programme. At the end of 2005, F-AC fulfilled all the requirements and became the exclusive dealer for vehicles in the Mazda programme.

At the beginning of 2008, F-AC became an exclusive dealer for another two world-renowned brands, premium brands Land Rover and KTM motorcycle programme. In addition, F-AC is expanding its Ford portfolio by launching the FordCargo programme.

In addition to the prestigious brands from the automotive industry, in 2006 F-AC incorporated the Valtec BH company to its operations, thus becoming the exclusive dealer of products from the programme of Valvoline motor oils and products for automobile care and protection, and Tectyl protective anti-corrosion products.

In 2009 the offer of motor oils and lubricants was expanded with the introduction of new brands - Mapetrol and Repsol.

Product

The company's rich portfolio enables F-Autocentar SA to offer its products and services to a very wide range of clients. In simple terms, even the most demanding tastes will be satisfied in F-AC. You will get high quality



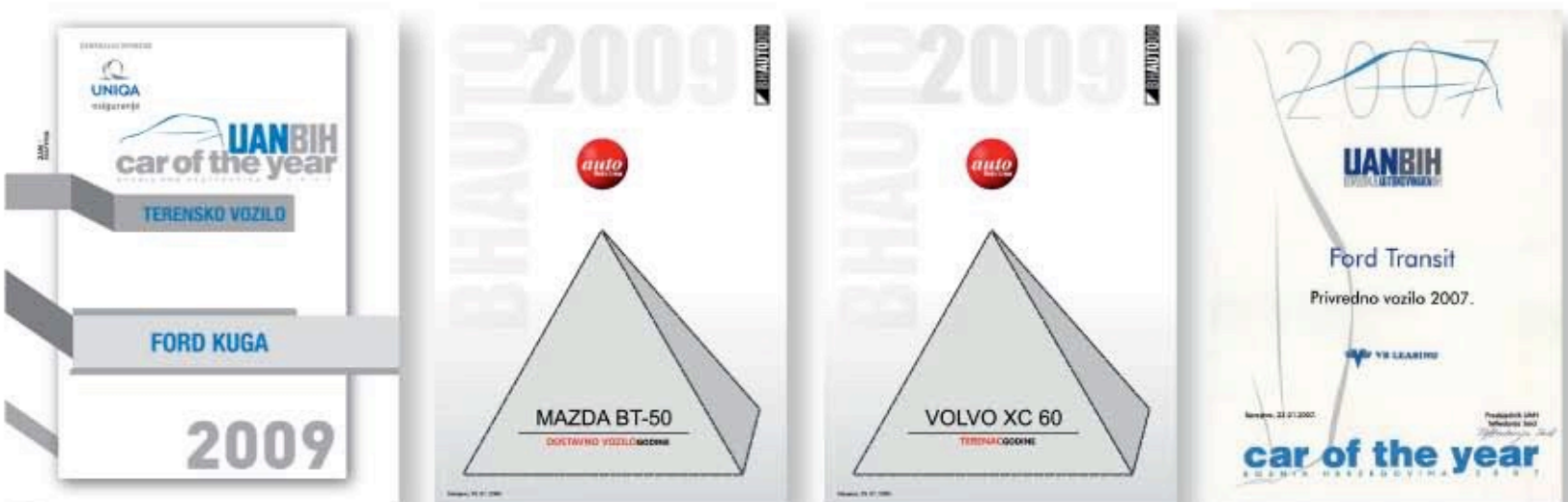
demonstrating the company's social responsibility, as well as its focus on current events in society, are a part of the company's business strategy.

Promotion

In December 2009 F-Autocentar SA will celebrate six

- Friends Since Birth;
- Sarajevo the City of Film;
- Official transporter of the Bosnia and Herzegovina national soccer team.

Furthermore, the company regularly takes part in numerous humanitarian actions and supports new,



and renowned brands, at a favourable price.

Recent Developments

F-AC is focused on constant monitoring of the market situation and buyers' expectations. The company developed a system ensuring that, when a potential buyer analyses what he/she will get for his/her money, it always results with the best offer.

In addition to constant improvements and caring for its status in the business environment, F-AC is trying to live along with Bosnia and Herzegovina citizens. Projects

years of successful business activities.

One of the driving forces of its success, in addition to the dedicated and hard work of a well-organised team, is its high-quality promotion. F-AC developed a recognisable style in addressing the public, both in terms of standard advertising and in connection to projects and activities of general social importance. Some of the most notable ones are:

- TV series Lud, zburjen, normalan (The Insane, the Confused and the Sane);
- The Sarajevo Philharmonic Orchestra;

creative ideas of young Bosnia and Herzegovina talents.

Brand Values

The individual strength of the brands it represents, their certified quality and reliability ensure the high value of F-Autocentar SA as a brand. Furthermore, efforts invested by its employees and the buyers' confidence that the company has gained represent an additional value.

F-AC is recognised and acknowledged as an important name in the Bosnia and Herzegovina business world.

www.F-AC.ba

THINGS YOU DIDN'T KNOW ABOUT...

F-AC

- To date, almost 6,000 drivers purchased their automobiles through the F-AC network.
- In the past five years, seven automobiles from the F-AC range won the title of Automobile of the Year in Bosnia and Herzegovina, in various categories.
- F-AC delivered the largest fleet of vehicles in Bosnia and Herzegovina in 2009.
- The first European presentation of Ford Kuga, after the fair presentations, was held in Sarajevo, owing to F-Autocentar SA.

