

## Eric Derville's vision, as founder of Norauto



The beginning of the 70s saw the rapid expansion of out-of-town superstores with large car parks and a motorist clientele. Customers came from far and wide and stayed for a long time. The idea of offering them fast services for motorcars in the same location therefore seemed to be logical.

On the whole, retail was still traditional and urban. The car sector was particularly so, with garages and dealers operating on an appointment basis, closing from midday to 2pm, in the evening after 6pm and always on Saturday afternoon or even for the entire day. Workshops were never open to customers.

Car centres quickly began to meet customers' requirements as they provided a clear offer, low prices and long opening hours, in a practical yet dynamic business environment. The only disadvantage was their lack of credibility to the general public. The continued progress that we have made in this area has of course strongly reduced this difference over time.

A company's future always depends initially on the project and the entrepreneur's willingness to succeed. As far as I was concerned, my ambition was to see Norauto grow and my vision has become broader as the years have gone by. In the 70s, the scope that I imagined was far more regional than national. However, perspectives change. We can all see the horizon but no one ever reaches it because it moves. As the entire company, shareholders, executives and employees, has always shared the same values and ambitions, the next logical move was to become an international group.

If we continue to provide a real, competitive service that meets our customers' needs wherever we may be, this adventure will continue. Norauto will however have to continually develop its know-how and awareness in order to face environmental issues, new technologies and changes in behaviour.

What a magnificent challenge!

Eric Derville

A handwritten signature in black ink, appearing to read "Eric Derville".