

**Carbon-free mobility :
Mobivia and its brands exhibit
at Drive to Zero, from 5 to 7 April 2023**

Mobivia, the European leader in multi-brand maintenance and a player in new forms of mobility, is taking part in the first Drive to Zero trade fair, which is being held at the Grand Palais Éphémère in Paris from 5 to 7 April 2023 with its Via ID, Norauto, Midas, IWip and Black Star brands. This major event, 100% dedicated to low-carbon mobility, is an opportunity for Mobivia to demonstrate its strong commitment to contributing to net carbon neutrality by 2050.

The transport and mobility sector is responsible for more than 25% of global CO2 emissions. As a major player in the automotive and mobility services sector, Mobivia has resolutely set about making the decarbonisation of mobility - the main theme of the Drive to Zero exhibition - one of the cornerstones of its raison d'être: "Opening Sustainable Mobility to All". This strategic priority is applied at every level of Mobivia's business ecosystem, and today motivates its 23,300 employees on a daily basis to facilitate access to less carbon-intensive mobility.

With its ecosystem of companies, Mobivia's commitment is clear: **to make sustainable mobility accessible to all by offering products and services tailored to the challenges facing society.** Two concrete goals reflect this commitment. Firstly, to contribute to net carbon neutrality by 2050 by reducing the carbon footprint of the entire value chain by 5% a year by 2050, compared with 2019 levels. Secondly, developing the proportion of impact sales generated by products and services that reduce carbon footprint and air pollution and create social value.

"For over 35 years, Mobivia has placed its commitment to the environment and setting an example at the heart of its corporate battles, working in particular to develop recycling channels for all the waste generated by its activities. Faced with the ecological and climatic challenges that threaten the future of humanity and call on us to urgently rethink mobility, Mobivia intends more than ever to reinvent itself, to undertake and innovate for the benefit of sustainable mobility that is accessible to as many people as possible. This is our purpose." emphasises **Fabien Derville, Chairman of Mobivia.**

At the Drive to Zero exhibition, 5 brands will be present with Mobivia to highlight their expertise and know-how in moving towards zero-carbon mobility.

Via ID, investment fund and accelerator for new mobility startups

As Mobivia's **investment fund and startup accelerator**, Via ID plays a major role in the transformation of its activities.

One of Via ID's priorities is to invest in low-carbon mobility solutions. Recent investments include, for example, Chango, a French startup that has designed a marketplace dedicated to urban electric mobility, or Gomecano, which offers an on-site mechanics service, at home or in the workplace, reducing customer travel.

Since 2021, Via ID and Mobivia have **joined the Net Zero Initiative (NZI)**, launched in partnership with ADEME and Carbone 4, which aims to build a benchmark for organizations' contribution to carbon neutrality. Via ID is also assessing the carbon emissions emitted and avoided by the startups in its portfolio.

"Via ID draws on the power of its ecosystem to provide long-term support for innovative sustainable mobility companies. We have integrated the notion of Impact into our selection criteria for investment, but also for our startup programs, which enables us to give priority to startups that contribute to tackling environmental, social and societal challenges", explains **Léa Dégardin, Impact, Public Affairs and Communications Director**.

Via ID is announcing the launch on 19 April of [the 5th European Startup Prize for Mobility](#), a European startup acceleration program co-founded with the European Parliament and BCG, which aims to nurture the future leaders of sustainable mobility. Startups must apply before June 20th to get a chance of joining the 10 winners who will benefit from the program.

Norauto, European leader in car maintenance

For over 50 years, Norauto has continued **to innovate in a fast-changing automotive sector** and is committed to **helping its professional customers make the energy transition for their fleets**.

Awarded the "Responsible Retailer" label in 2018, Norauto was one of the first companies to join the Génération Responsable Collective. One of the key challenges for the brand is now to be able **to support the decarbonisation of fleets**. To achieve this, Norauto has developed a number of solutions, including "EcoContrôle" diagnostics, the fitting of bioethanol and telematics boxes, services for installing home or on-site recharging points, and the deployment of charging stations in car centers, etc. At the same time, Norauto is upgrading the skills of its mechanics by training electro-technicians within its Academy.

Norauto becomes the official and approved service network for Maxus Motors France

Norauto is speeding up its transformation towards electric vehicles by signing a partnership agreement with MAXUS Motors France. For the first time, Norauto has become the official and approved service network for an electric vehicle brand, providing after-sales service and warranty management.

Thanks to this collaboration, owners and users of MAXUS vehicles will be able to benefit from after-sales and maintenance service solutions. This collaboration confirms Norauto's ambition to be a leading player in the maintenance of professional vehicles. For more than 20 years, Norauto has been supporting

craftsmen, SMEs, fleet managers and leasing companies with teams and solutions dedicated to the requirements of professionals.

"We are delighted to present Norauto Solutions Pro at the first Drive To Zero trade show. Norauto has been committed to social and environmental responsibility for many years. Thanks to our range of services and products, we can also help our professional customers to achieve their own decarbonisation goals, whether they are craftsmen or managers of fleets of several thousand vehicles" says **Frédéric Cecconi, BtoB and Partnerships Business Leader**.

Midas leads the way in car servicing and maintenance for all in France

For 45 years, Midas, **the historic player in multi-brand servicing and repairs**, has been supporting French motorists, both professional and private. Today, the company's challenge is **to put its experience at the service of all forms of mobility**. With sustainable mobility becoming a reality for the French, Midas' services are evolving and adapting to French people's expectations in this area.

In 2022, Midas opened its first Cycloo space dedicated to soft mobility (electric bikes and scooters) in Lille to meet new urban travel needs.

To continue this commitment, Midas is announcing the gradual opening of the Midas City concept in the city center in mid-2023 to meet the challenges of new forms of mobility and adapt to EPZs.

"After eco-maintenance for internal combustion vehicles, in 2022 we launched e-revision (servicing of hybrid and electric vehicles) to support the transition of the vehicle fleet. For the second year running, we have been awarded the 'Responsible Retailer' label and the EcoVadis gold medal, which validates the sustainable practices of our network. These are all arguments that fleet managers and private customers are bound to appreciate" concludes **Ludovic Dugabelle, Marketing Director at Midas France**.

iWip, Mobivia's subsidiary dedicated to the circular economy

iWip is Mobivia's **subsidiary dedicated to the circular economy**, which has developed expertise in terms of the legal obligations relating to the treatment of used products, as well as in waste collection and treatment. iWip's first aim is to be able to offer this expertise to all players in the automotive manufacturing industry in order **to reduce pollution in the industry as drastically as possible**. iWip's second aim is to offer **parts from the circular economy to the automotive aftermarket**.

"There is an urgent need to establish a consumption pattern that is more in line with environmental issues, preserving our mobility and our planet's resources. The linear economy must definitely give way to a circular economy, with eco-designed products that can be recycled ad infinitum", explains **Laurent Houvenaghel, Leader of the iWip Ecosystem**.

Black Star, the only French manufacturer of reconditioned car and van tyres

iWip's flagship project is Black Star: **building an integrated ecosystem for the second life of tyres, meeting environmental, economic and social challenges.**

Founded in 1979, Black Star is the only French company specializing in the manufacture of reconditioned tyres for light vehicles. It is pursuing its objective of producing "Made in France" tyres on a large scale, by reusing materials that have already been used, while at the same time taking over part of the Bridgestone industrial site in Béthune.

Black Star is betting on reuse and promoting a multi-lane tyre that will offer the lowest carbon footprint on the market. By transforming waste into new resources, Black Star offers a concrete alternative for low-carbon mobility. The reconditioned tyre saves 80% in materials and up to 60% in CO₂ emissions during manufacture.

KEY FIGURES

- The Black Star reconditioned tyre saves **80% on materials**. The carcass alone accounts for 70% of the tyre's oil and **80% of its weight**. It saves up to **60% in CO₂** during its manufacture compared with a new tyre (ESPERE study, 2022).
- Buying 4 Black Star reconditioned tyres **saves 140 kg of CO₂** compared with buying new tyres (life cycle analysis study, Espere 2022). According to ADEME's Impact **CO₂ converter**, that's as many emissions as traveling **643 km by car**, making **23 T-shirts or 4.5 smartphones**.
- At full capacity, our ambition is to produce one million remanufactured French tyres in Béthune, recruit up to **200 people** and save **18,000 tonnes of CO₂** each year (manufacturing alone).

The Drive to Zero show, a key event for the preview unveiling of Leonard, the new-generation tyre "Made in Béthune".

Why Leonard?

Black Star wanted to preserve the disruptive nature of its mission through the name of its new tyre: Leonard. With this first name, the aim is to create a close relationship with motorists and to leave a lasting impression on as many people as possible. Not forgetting, of course, the nod to the works of Leonardo da Vinci, the leader of change and innovation.

Characteristics:

Thanks to a premium industrial tool and subject to specific European regulations, the performance of Léonard is comparable to that of a new tyre, with quality and safety as its watchwords.

Léonard tyres have undergone regulatory load/speed endurance tests and have been approved by RDW. Performance tests rigorously identical to those carried out on new tyres are carried out to guarantee the level of safety and performance of Leonard tyres: obstacle avoidance tests (VDA), wet braking (from 80 km/h) and dry braking (from 100 km/h) as well as a wear test (9,000 km).

Léonard offers improved grip, increased durability and optimum safety. It guarantees low rolling resistance for lower fuel consumption and CO₂ emissions.

It is available in four different profiles: the 4 Seasons for passenger cars and SUVs, the 4 Seasons for commercial vehicles and the Summer 01 and Summer 02 for passenger cars.

Each offers optimum performance on dry, wet or snowy roads.

*"For 2 years we've been working on setting up the project, transforming the factory and developing our new product. Today, the entire Black Star team and I are very proud to be able to present our new Made in Béthune tyre at the Drive to Zero trade show. With Leonard, we have an immediate, practical and proven response to the environmental challenges of mobility. It's a tyre for a cause", enthuses **Laurent Cabassu, Managing Director of Black Star.***

Highlights of the Drive to Zero exhibition:

- **Thursday 6 April at 11.45am** - How can innovation accelerate the move towards low-carbon mobility? Feedback from Via ID and 3 start-ups: Fifteen, Reparcar and Beev (Atelier Etoile)
- **Friday 7 April at 10.15am** - Maintenance and servicing of professional fleets: what solutions can help you achieve your decarbonisation objectives? With Mobivia, Norauto B2B and Midas (Atelier Etoile)
- **Friday 7 April at 11am** - Public fleets: how to comply with the AGECE law when it comes to parts from the circular economy? Examples of tyres and batteries with France Auto Reman, Iwip, Black Star and Bring Back (Atelier Eiffel)

About Mobivia:

Mobivia is an ecosystem dedicated to the mobility of today and tomorrow that drives 9 Brands and 26 startups. Working alongside users for 50 years, Mobivia's companies provide local support for each user's mobility, whatever their needs, means or choices, by offering useful, innovative and sustainable mobility solutions.

Mobivia's 23,300 employees live and breathe humanist values and strong social and environmental commitments on a daily basis, and share a common mission: "Opening sustainable mobility to all". Mobivia is organised around 3 business lines: motorist services (Norauto, Auto 5 and ATU car centres, Midas local services), parts and tyre distribution (offline and online with Carter-Cash, online with Bythjul & Skruvat, B2B with Synchro Diffusion, and from the circular economy with iWip and Black-Star) and new mobility (Via ID and its portfolio of around twenty start-ups, including Vroomly, Trusk, Reparcar and Fifteen).

At 30 September 2022, Mobivia had more than 1,970 car workshops and centres operated by branches, franchises and master franchises in 18 countries, mainly in Europe. Mobivia achieved a turnover of 3.4 billion euros, more than half of which was generated internationally.

For more information: www.mobivia.com Follow us on twitter : @Mobivia and on LinkedIn

About Via ID

Via ID is the investment fund and the business accelerator of startups in new mobility of Mobivia (Norauto, Midas ...). Thanks to its hybrid positioning as an investor, an ecosystem and a startup studio, Via ID provides long-term support to the most innovative startups in the field of sustainable mobility to make them European leaders.

Today Via ID has a portfolio of 25 startups (including Vroomly, Heetch, Fifteen, VelyVelo, Reparcar, Beev...), teams in Lille, Paris and Munich and 3 major initiatives: the Moove Lab, the European Startup Prize for Mobility and the Mobility Club.

[@via__id](http://www.via-id.com)

About Norauto

A leader in car maintenance and equipment, Norauto, part of the Mobivia Group, voted France's Favorite Brand in 2022 in the "Multi-brand car repair centres" category, has been helping motorists for almost 50 years. Today, Norauto has established itself as a major player in the responsible transition of motorists by offering them innovative, accessible and sustainable solutions adapted to the new uses of the road and to all forms of mobility. Committed for over 30 years to an ambitious and structured CSR approach, the company is also a pioneer in electric technologies and an ambassador for more sustainable mobility.

The brand's omni-channel development is supported by a network of almost 650 car centers worldwide (6 countries), including more than 410 in France. Involved at the heart of the company's strategy, Norauto employees work in a team with innovative management practices. Norauto employs 6,500 people in France and almost 11,200 worldwide. For more information about Norauto, its services and products, visit www.norauto.fr

About Midas

Midas is the world leader in car servicing. With 100% of multi-brand car servicing covered, services at the cutting edge of innovation and continually enriched services, Midas puts its 45 years of expertise at the service of the safety and driving comfort of more than 10 million customers. Midas is a mark which, as well as alternative networks manufacturers, guarantees competence and reliability at the service of the requirement of the better.

At the end of September 2022, the network counted more than 700 centers distributed in 10 countries, including 365 centers in France. The Midas network is developing mainly through franchising. Midas is a Mobivia brand / For all information about Midas: www.midas.fr For all information about Midas franchise: franchise.midas.fr

About iWip

iWip is Mobivia's recycling and circular economy subsidiary. It reflects the strong desire of Mobivia and its brands to contribute to responsible consumption and production through the "3Rs" principle: "Reduce" by conserving resources, "Reuse" used products and "Recycle" end-of-life products. Since 1995, iWip has created 24 from its networks, and processes each year more than 100,000 tonnes of automotive used products.

About Black Star

Black Star is the only French company specializing in the manufacture of reconditioned tyres for light vehicles, with strong values and a single ambition: to transform an everyday purchase into a responsible act! Black Star and its 40-year history are proudly entering a new cycle of development with the arrival of Mobivia (Norauto, Midas, Carter-Cash, ATU...), and the takeover of the former Bridgestone industrial site in Béthune (in the north of France), with the aim of producing eco-responsible tyres on a large scale made in France.

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