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Norauto France and Banque Accord:
A partnership to make the life of motorists much easier

Starting from today, Norauto and Banque Accord offer corporate customers a new retailer's card: the Norauto Plus Card. Started in January 2006, this partnership foresees, notably, the development of financing solutions available in the 194 Norauto Centres of France.

The Norauto Plus Card

This loyalty card for payment and services is free during the first year (afterwards, 8 Euros for administration fees), and gives Norauto customers access to:

- Discounts at Norauto and its partners,
- Payment facilities within the whole Accord network (Auchan, Leroy Merlin, Atac, Boulanger...),
- Useful services (amicable constat and judicial assistance, papers and keys of reimbursed vehicles in the event of loss or theft...).

Services offered with the Norauto Plus Card		
Norauto Loyalty Card	Norauto Plus Card (in addition to the services of the Loyalty Card)	
Loyalty sales coupons	5 % discount on sales slip	Discounts for the purchase of new or used vehicles
Flat tire assistance 24 hours a day – 7 days a week	Discounts for selected magazines	Discounts for the rental of recreational vehicles with Europcar
Discounts for technical verifications	One year of reimbursed purchase if total loss of the vehicle	A 10 day guarantee for purchases
Discounts on rentals of commercial vehicles with Europcar	Reimbursement of papers and keys in the event of loss or theft	Payment facilities
	Amicable constat and judicial assistance	Telephone and Internet consulting services

The holder of a Norauto Plus Card has the advantage of using all payment options offered by Banque Accord: cash purchases, credit funds and financing. Since the beginning of 2006, Banque Accord offers customers the possibility of credit settlements for amounts starting from 100 up to 3 000 Euros.



About Banque Accord

Banque Accord, a 100 % subsidiary of Groupe Auchan specializes in electronic banking, the management of payment cards and the distribution of financial products and services (credit, savings, insurance). Banque Accord relies on a close relationship with 4,3 million European customers including 2,4 million in France. The amount paid with cards managed by Banque Accord is more than 6 billion Euros. Banque Accord employs 1000 people in Europe (Lille, Tours, Warsaw, Lisbon, Madrid, Milan, and Budapest), Moscow and Shanghai.

Banque Accord adapts its rules of achievements of financial services distribution and optimizes costs for reallocation to customers. Its dual vision: offer simple and innovative discount products to facilitate the life of consumers and promote the business of corporate partners.

About Norauto

At the service of the well-being of each motorist, and concerned about providing them with complete and competitive adapted solutions, Norauto has developed over several years an interpersonal marketing approach with its customers. Consequently, beyond the advantages and operations accomplished with Norauto and Norauto Plus Cards, Norauto is also attached to the creation of a true relationship with its customers. The corporation has moreover been rewarded with the First Prize of "Mailing Addressed Business to Consumer" for actions undertaken for young parents (VAD Trophy 2003).

On September 30 2005, Norauto had 192 Auto Centres in France, with a total of nearly 7 million customers and it achieved a sales figure of 850 million Euros.

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