

CHEREAU NEWS

JUNE 2018

Editorial

“We need to retain our employees!

There is talk of almost 20,000 vacant positions for lorry drivers in France and we know what that means in terms of scheduling difficulties, problems in meeting demand, satisfying clients, etc.



As a bodywork manufacturer, we have exactly the same problems with dozens of vacancies, both in production and support teams.

This situation challenges us to find new solutions, along two separate lines. The first: to recruit employees in order to be able to produce the vehicles we need. The second: to continue to innovate, which allows us to produce ever more attractive products for users, so that you are able to retain your drivers and draw in the best.

This is one of the aims of CHEREAU NEXT, which, thanks to its new features combining ergonomics with safety, makes your drivers' and your clients' lives easier.

Please visit the www.chereau-next.com website to discover in detail the numerous advances offered by this innovation.

In the same vein, this year we will have a presence, with a CHEREAU NEXT, at the 24h du Mans camions (24 Hours of Le Mans truck event) on the 29th and 30th of September. It provides the perfect opportunity to present this new generation of semi-trailers to users.

We are also looking to help you use CHEREAU's fantastic image and to assist you with your recruitment and retention issues. At the 24h du Mans camions in September, we will be launching the CHEREAU store, which will allow you to reward your employees with high quality products at intentionally affordable prices.

Finally, we have strengthened our “livery” team to enable you to make effective use of the exceptional advertising space provided by your CHEREAU vehicle. Please don't hesitate to contact us and share your ideas with us, so that we may work together to promote your business and to attract new candidates to your company.

Christophe DANTON, Marketing & Communications Manager

CHEREAU and the FFC

On the 26th of March 2018, CHEREAU was re-elected as a member of the Executive Committee of the “Manufacturers” division of the Fédération Française de la Carrosserie



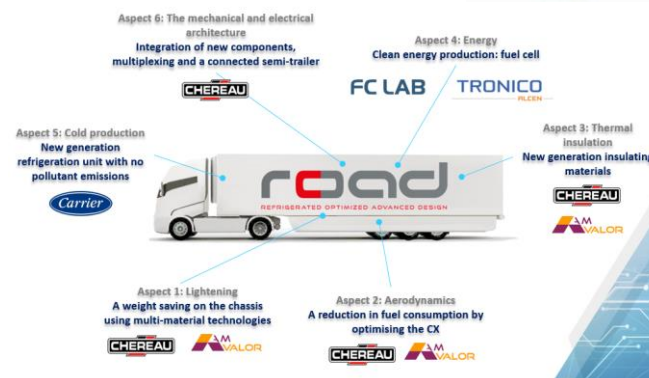
(French Industrial Bodywork Federation), represented by Christophe DANTON, Marketing and Communications Manager. On the 19th of April 2018, CHEREAU was also re-elected as a member of the Executive Committee of the Fédération Française de la Carrosserie (French Industrial Bodywork Federation), which covers the “Manufacturers”, “Parts & Components Manufacturers” and “Repairers” division.

CHEREAU is a member of the Afhyac

What could be more natural than to support the hydrogen sector by means of the Afhyac (Association Française pour l'Hydrogène et les Piles à Combustible - French Hydrogen and Fuel Cell Association) at a time when CHEREAU is preparing to launch the ROAD prototype in March 2019; this will be the refrigerated semi-trailer of the future and the first to be equipped with a fuel cell.

CHEREAU believes in this clean energy source for its future vehicles.

<http://www.afhyac.org/>



Transfrigoroute: CHEREAU is a key partner

CHEREAU attended the Transfrigoroute International event on 31st May and 1st June in Paris. This event welcomed 200 professionals from the refrigerated transport sector from 14 European countries. The aim of this event was to discuss major developments: cold chain occupations, organisations and solutions. This year the theme was: the challenges and opportunities of digitalisation for the temperature-controlled supply chain.



To apply, please go to:

www.chereau.com,

or click on this link:

<http://www.chereau.com/recrutement.php>

CHEREAU is recruiting!

The company is growing all the time and is looking to increase production in 2018 in order to satisfy its customers' requirements more quickly. CHEREAU is recruiting **more than 40 people** at its Ducey and Avranches sites.

It has vacancies for:

- Electrical Engineers/Fitters
- Coach Builders
- Moulders/Laminators
- Refrigeration Engineers
- Design Engineers
- Bodywork Repairers
- QSE Technicians
- Boilermakers
- Carpenters/Joiners
- Study Technicians
- Buyers/Purchasers
- QSE Officers
- Recruitment Officers

CHEREAU dates to note

IAA: 20th - 27th September – Hanover

24h du Mans: 29th - 30th September – Le Mans

TECHNOTRANS: 11th - 13th October – Nantes



CHEREAU even stronger in France

With practically half the French market for refrigerated semi-trailers (49.8% at the end of May), CHEREAU has leapt up by 5 percent compared to the same period last year. Results that reflect unwavering confidence on the part of a demanding but loyal customer base.

Thanks to you!

CHEREAU and "la route du froid"

The magazine Froid News produces "la route du Froid" documentaries by region with the focus on carriers' occupations and businesses. CHEREAU will be participating in this initiative with an episode that will be produced on our Ducey site on 5th July 2018. Watch the July episode on the Froid News channel at: <https://froid-news.com> or on our YouTube channel.



CHEREAU on the road

Every month CHEREAU awards a prize for the vehicle of the month! Send us your best photos of semi-trailers via the online tab: <http://www.chereau.com/envoyez-vos-photos.php>.

A VIP gift will be sent to the winner. On your marks, get set, snap away!

A new Sales manager for Spain

With 18 years' experience in the industrial vehicles sector, Jean-Christophe Schulz will be responsible for increasing sales of CHEREAU products to Spanish distributors and customers. A fantastic area for development with a market share that is increasing each year in Spain for CHEREAU. The Reefer Group, made up of CHEREAU and its Spanish "little sister" SOR, captured almost 30% of the market in 2017.

Jean-Christophe will now be the primary point of contact for the CHEREAU brand in Spain.

Jean-Christophe SCHULZ / Sales manager Spain

E-mail: jean-christophe.schulz@chereau.com



Two new members of CHEREAU's Board of Directors

CHEREAU is delighted to welcome two new directors: Albéric De Torcy has joined CHEREAU as administrative and financial director and Frédéric Thiblet as Human Resources and Legal Director.



CHEREAU plays the Reefer Group card

For a few weeks now, CHEREAU's Regional Sales Managers in France have been able to sell semi-trailers from SOR, the group's other brand.

We have already welcomed the first sales in the South-East and South-West and the securing of new customers.