



Mercedes-Benz Appoints Inchcape and Indomobil as the Manufacturer and Distributor of Mercedes-Benz Indonesia

JAKARTA, 31 March 2023 – Inchcape Motors Private Limited (Inchcape), the leading independent multi-brand global automotive distributor, and PT Indomobil Sukses Internasional Tbk (Indomobil), holding company of an integrated automotive business group, today announce their joint venture and appointment to operate Mercedes-Benz AG’s Indonesian assembly and distribution operations.

Against the background of its global production network optimization, Mercedes-Benz AG has decided to transfer the operations of PT Mercedes-Benz Indonesia (manufacturer of Mercedes-Benz passenger cars in Indonesia) and PT Mercedes-Benz Distribution Indonesia (the CBU importer and the wholesale distributor of Mercedes-Benz passenger cars in Indonesia) to a partnership comprising an experienced local investor and strong global distribution operator. This move is designed to strengthen Mercedes-Benz’s position in Indonesia and to grow the business further by engaging with experienced automotive business partners, and the transfer of Mercedes-Benz production and distribution entities in Indonesia is in line with existing government policies and regulations.

Mercedes-Benz AG, Inchcape and Indomobil have signed corresponding agreements on the sale and purchase of the plant and distribution unit. Mercedes-Benz and both Inchcape and Indomobil, as the new owners, will ensure the continuity of business in all respects, to give long-term security and a high level of transparency to all its stakeholders: production activity in the plant located in Wanaherang, Bogor, will continue uninterrupted; all current employees will remain in employment and be given the opportunity to continue working for the company under its new ownership; current employment terms will remain in place and will be in compliance with all prevailing laws; and customers will continue to enjoy the same high-quality products and services as they have with Mercedes-Benz for many years. Mercedes-Benz will establish a new, 100% Mercedes-Benz owned company to support and guide the new operating partnership.

This transaction includes the transfer of 100% of shares of Mercedes-Benz AG in Indonesia, with Inchcape taking a 70% stake and Indomobil taking 30%. The deal will expand Inchcape and Indomobil’s existing distribution partnership in Indonesia, continuing to build on its well-established and growing presence.

Matthias Lührs, Head of Region Overseas Mercedes-Benz Cars, said:

"We are restructuring our business to strengthen our position in Indonesia and to grow further by engaging a strong international player and a strong local player with Inchcape and Indomobil. All employment will remain as is and the customers will continue to be served. We do believe in the great potential of the Indonesian market and hence are happy that we have found reliable partners for the continuation of our business. We already look back at many years of very successful collaboration together with Inchcape as a very strong and competent business partner, and we are excited to deepen our long lasting partnership by this important step."

Ruslan Kinebas, Inchcape’s APAC CEO, commented:

"We are very pleased to be expanding our presence in Indonesia with the transfer of Mercedes-Benz’s Indonesian operations in a joint venture with Indomobil, with whom we already have a strong in-country distribution partnership. We look forward to combining our local expertise with our leading digital and data capabilities to grow the business further."

This development is another good example of Inchcape’s role as the partner of choice for Mercedes-Benz, as they work to optimise their global operations."

Jusak Kertowidjojo, President Director of Indomobil, added:

"We firmly believe from our involvement as local entity in partnership with the global automotive stakeholder, Inchcape, that Mercedes-Benz will be able to further grow its business and support the government in developing the Indonesian automotive industry of the future."

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About Inchcape plc

Inchcape is the leading global automotive distributor, with operations across six continents. Through the unique expertise of our people, our suite of cutting-edge technology products, and our approach to advanced data analytics, we provide the platform for the world's leading mobility companies to accelerate their ambitions in markets where we and our partners want to succeed.

Our distribution platform connects the products of mobility companies with customers, and our responsibilities span from product planning and pricing, import and logistics, brand and marketing to operating digital sales, managing physical sales and aftermarket service channels.

Inchcape is driven by its purpose of 'bringing mobility to the world's communities, for today, for tomorrow and for the better'. We are committed to making a positive contribution to the communities in which we operate, for our people, for society and for the planet. The Group is headquartered in London and employs around 19,000 people globally.

www.inchcape.com

About Indomobil

PT Indomobil Sukses Internasional Tbk (Indomobil) is the holding company of an integrated automotive business group, with a number of subsidiaries at the forefront of the Indonesian automotive industry. Indomobil has the largest automotive distribution network in Indonesia, with more than 300 dealerships. Aside from automotive distribution, Indomobil also has more than 8,000 points of network on after-sales services, parts distribution, vehicle financing services, and other supporting services in the market.

As a fully integrated automotive company, a passenger vehicle trademark license holder, sales distributor and after-sales service provider, Indomobil is also a specialist vehicle assembler and parts/components manufacturer. Operations span passenger vehicles, motorcycles, commercial vehicles, heavy duty equipment and machinery. They also provide after-sales and other services to support the automotive industry such as logistics, vehicle financing, car rental services, fuel distribution, amongst others.

Indomobil aims to become not only the largest automotive conglomerate in Indonesia, but also to provide the best product and services for customers and create a positive impact to all stakeholders. Indomobil currently employs more than 13,500 employees across Indonesia, and is part of Salim Group.

www.indomobil.com

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