

ORTNER 4X4 MEETS GRENADIER



PRESENTATION: IMPORTING AND MARKET DEVELOPMENT OF THE INEOS GRENADIER BRAND.

ORTNER 4X4 Import GmbH is submitting an application to be sole importer of the INEOS Grenadier brand in the Austrian sales area.



CONTENTS

<u>1. EXECUTIVE SUMMARY</u>	3
<u>2. COMPANY OVERVIEW</u>	7
<u>3. COMPANY STRUCTURE</u>	10
<u>4. BRANDS AND FACILITIES</u>	13
<u>5. MARKETING ACTIVITIES</u>	15
<u>6. COUNTRY/MARKET AREA</u>	17
<u>7. MARKET ANALYSIS</u>	19
<u>8. PROPOSAL</u>	21
<u>9. 5-YEAR BUSINESS PLAN</u>	25
<u>10. APPENDIX</u>	27

1. EXECUTIVE SUMMARY

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27



WHO ARE WE?

ORTNER 4X4 IMPORT GMBH AND ITS 4 AGENCY PARTNERS SEE THEMSELVES AS AUSTRIA'S TRADE-NETWORK OF OFF-ROAD EXPERTS!

Behind ORTNER 4X4 Import GmbH stands a car dealership, ORTNER GmbH (ORTNER 4X4), that has been operating for decades, in Villach, in the Austrian province of Carinthia.

As an owner-managed enterprise, ORTNER 4X4 Import GmbH prides itself on quick decisions, whilst enjoying full backing from the dealership's financial and personnel structures.

Autohaus Ortner GmbH (car dealership) is a family business that has been operating since 1964 and has two subsidiaries in Villach. For over a decade it has focussed intensively on off-road vehicles.

Since 2011 CEO Karlheinz Huber has led the subsidiaries into their second generation.

Until restructuring of the FCA dealer network, Autohaus Ortner GmbH was for many years the main trader in Carinthia for Jeep, Alfa Romeo, Lancia, Fiat and Fiat Professional; it looked after a total of 4 agency partners.

When it comes to the off-road sector, Karlheinz Huber certainly has the know-how: 9 years of Land Rover marketing (sales and sales management) and 10 years of Jeep distribution (operational and business management). He can boast experience in the automotive industry totalling 32 years.

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27

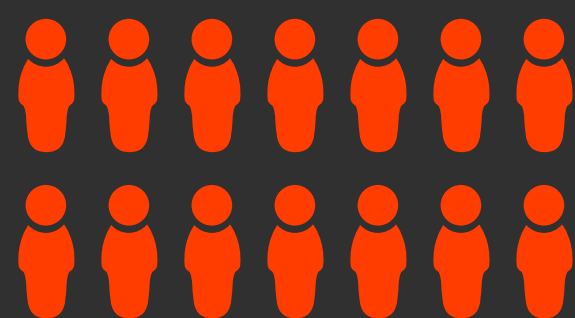


ORTNER 4X4 IMPORT GMBH AUSTRIA - AT A GLANCE

€ **26,7**
MILLION

ANNUAL TURNOVER
2020

77
EMPLOYEES



32
YEARS

EXPERTISE IN THE
AUTOMOBILE INDUSTRY

30
YEARS

OF KNOW-HOW
IN THE OFF-ROAD AREA

875
VEHICLES SOLD
IN 2020

83
WORKSHOP
PLACES

7.030 M²
OUTDOOR SALES AREA

2.572 m²
INDOOR SALES AREA

ORTNER 4X4! AT A GLANCE

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27



FACTS & EXPER IENCE

THE FACTS OF THE MATTER: SUCCESSFULLY SELLING THE INEOS GRENADIER

On the basis of our experience, it is vital that this vehicle should be sold by experts.

Take Jeep as an example. 90% of all traders simply don't identify with the Jeep Wrangler. The customer senses this and prefers to drive further, to find experts who know what they are talking about. We aim to sell the Grenadier through a network of expert traders, rather than through dealers offering numerous different brands. In Austria, it is essential that both utility-vehicle variants of the Grenadier should be promoted vigorously.

This results in tax benefits for both private and business customers:

- 5-seater, private customer: significantly lower NOVA and engine-related insurance tax!
- Engine-related insurance tax. As passenger vehicle: €2,700 - €3,000 - as business vehicle: only €970.
- 5-seater business-user extra: no luxury frills. In this price range the vehicle and its running costs are 100% tax-deductible over 5 years. With comparable private vehicles it is only 50% over 8 years.
- 2-seater extra: with slight modifications carried out on-site, tax-deductibility can be achieved.

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27



2. COMPANY OVERVIEW

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27



DEALER NETWORK AUSTRIA

Baschinger GmbH

Welserstraße 120
4060 Leonding

Stiegholzer GmbH

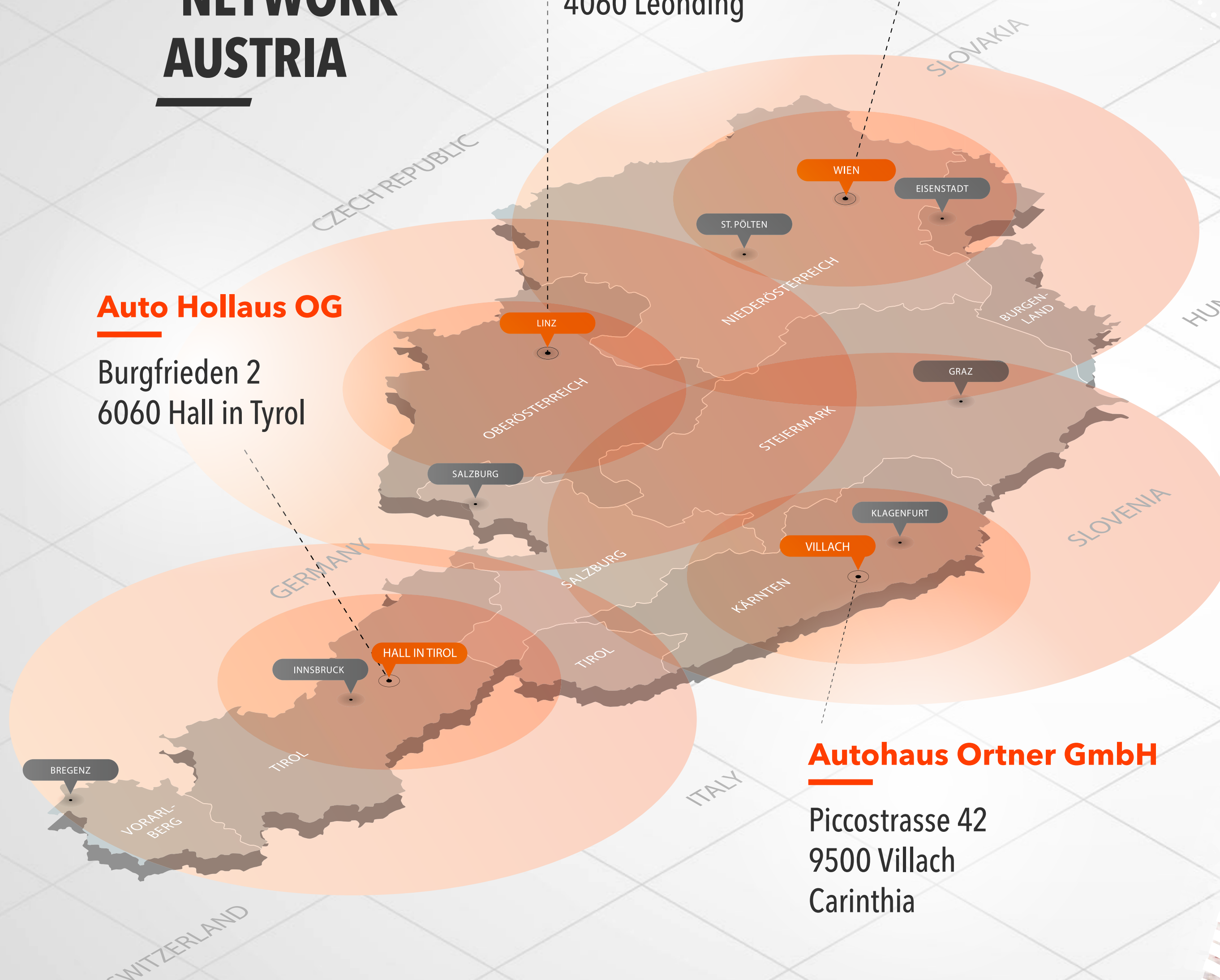
Stachegasse 18
1120 Vienna

Auto Hollaus OG

Burgfrieden 2
6060 Hall in Tyrol

Autohaus Ortner GmbH

Piccostrasse 42
9500 Villach
Carinthia



AGENCY LOCATIONS IN AUSTRIA

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27



OFFROAD IN OUR WEINS



TRADER NETWORK

The traders' network for the INEOS Grenadier brand is initially envisaged as consisting of 4 agencies situated at strategically selected locations in Austria:

The agency partner with responsibility for **Sales Area South** will be Autohaus Ortner GmbH (ORTNER 4X4), with its headquarters in Villach. It will offer decades of off-road expertise with Land Rover Defender and Jeep Wrangler, as well as an Off-Road and Over-Landing Adventure World.

Sales Area East will be the responsibility of agency partner Stiegholzer GmbH, with its headquarters in Vienna. It also has decades of expertise with the Land Rover Defender and it will boast excellent presentation rooms and an Off-Road and Over-Landing Adventure World.

Sales Area West will be the responsibility of agency partner Auto Hollaus OH, with its headquarters in Hall in Tyrol, near the provincial capital, Innsbruck. It too has decades of expertise in the off-road and over-landing sector.

The agency partner responsible for the **Sales Area West** is Baschinger GmbH, based in Linz. This is a family-run car dealership and service company and has been successful in the Austrian offroad scene for decades.

In addition to being a certified BMW service facility, Baschinger also has an **adjacent off-road test track!**

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27



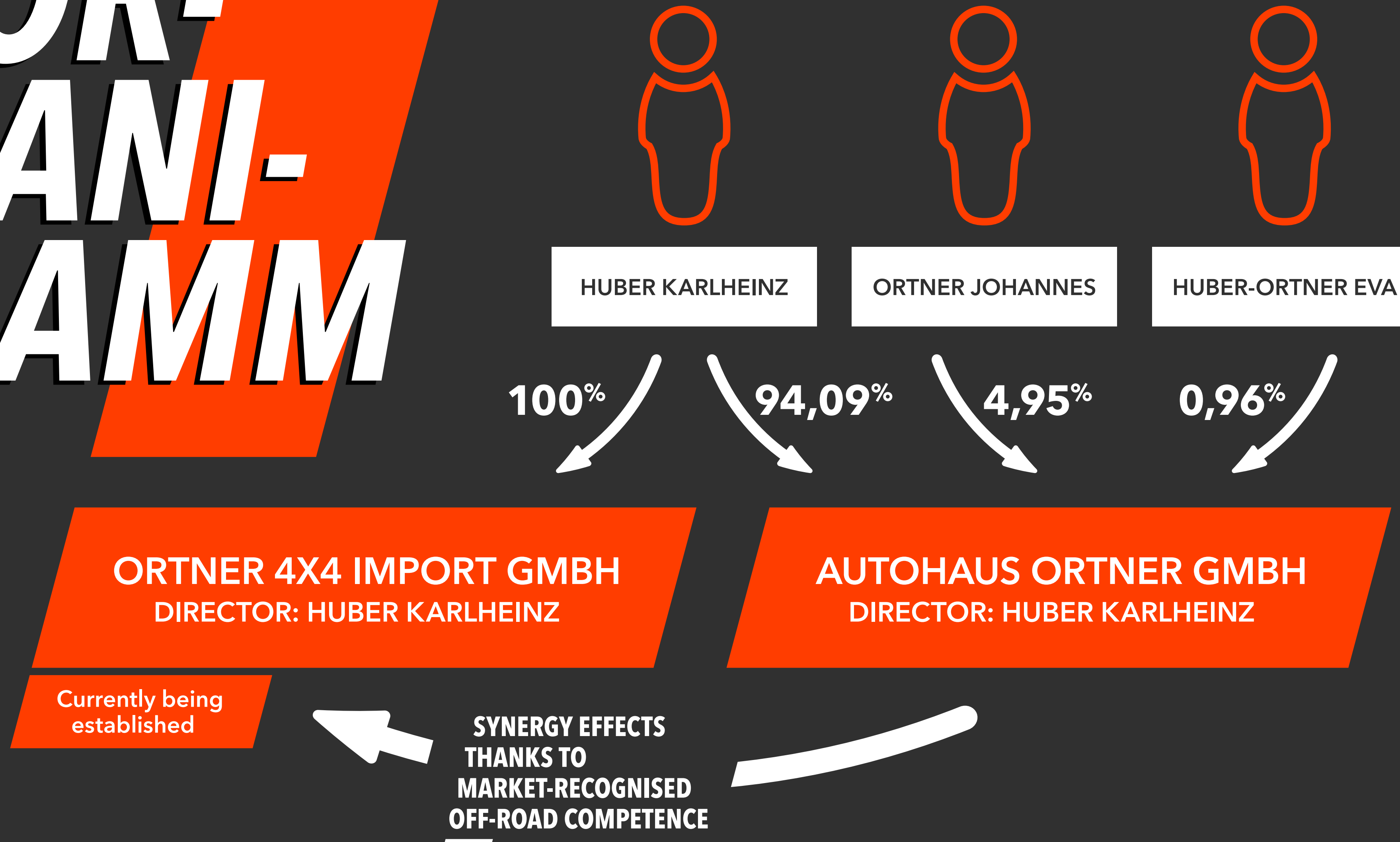
3. COMPANY STRUCTURE

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27



OR- GANI- GRAMM

ORTNER 4X4 IMPORT GMBH AUSTRIA - ORGANIGRAMM



1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27

COMPE- TENCE

KEY OPERATIONAL MANAGERS
General management, Sales, After-Sales & Marketing Managers,
CFO, including short résumé of last 10-years experience:



**KARLHEINZ
HUBER**
GENERAL MANAGER

Karlheinz Huber's off-road sector know-how is based on 9 years of working with Land Rover (sales and sales management) and 10 years with Jeep (operational and business management), with experience in the automotive industry totalling 32 years. He trained as a certified BMW salesman and worked for BMW for a total of 14 years.



**ROBERT
TRATTNIG**
SALES MANAGER

Robert Trattung has worked for decades in the field of vehicle sales and specialises in off-road vehicles.



**STEFAN
LESSIAK**
AFTERSALES MANAGER

For years Stefan Lessiak has worked in the area of Jeep aftersales and has great expertise in the off-road sector.

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27

4. BRANDS AND FACILITIES

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27



BRANDS

UNTIL THE END OF 2020 AUTOHAUS ORTNER GMBH WAS A MAIN DISTRIBUTOR FOR JEEP, ALFA ROMEO, FIAT PROFESSIONAL, FIAT AND ABARTH, MARKETING THESE BRANDS FROM 2 SITES IN VILLACH.

These contracts were terminated at our request, to allow us to devote ourselves exclusively to the off-road business. Since 2021 Autohaus Ortner has been operating as an independent dealer, focussing on off-road vehicles.

Sales volume /market shares:

Annual sales have amounted to 50 - 60 off-road vehicles. Autohaus Ortner has an overall sales volume of 300 - 350 vehicles.

Showroom locations:

Autohaus Ortner occupies two sites in Villach/Carinthia (southern Austria). One of them (600m2) is reserved exclusively for the display of off-road and over-land vehicles and their accessories.

Service locations:

The servicing facility offers 9 heavy-duty lifting platforms and benefits from state-of-the-art technical equipment.



1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27



5. MARKETING ACTIVITIES

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27



PROMOTION

SPONSORSHIPS

The public face of the brand: for advertising purposes, an Austrian celebrity should drive an INEOS Grenadier, and lend the brand a positive image.

- Trying to forge close links with the customer.
- Co-operation with other suppliers of up-market goods, such as Kettler Hunting Accessories and Autohome Roof Tents, in order to reach potential customer groups.
- Sponsorship of hunting community events, as opportunities for vehicle exhibitions (e. g. The Hunt-Test Closing Ceremony) &c.
- Annual invitation of opinion-formers, for test rides on selected off-road routes.

EVENTS

Each of the 3 agency partners has at its disposal an off-road terrain that it can use at least once a year for off-road events for the INEOS Grenadier. For the market launch, all agency partners will organise events, with invitations for potential customers as well as opinion-formers.

SOCIAL MEDIA

The importer and all agency partners will have a professionally supported social media presence on all standard platforms.

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27

6. COUNTRY / MARKET AREA

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27

KEY INFOR- MAT- ION

DEMOGRAPHICS AND POPULATION

In 2019 the average total number of people living in Austria was approximately 8.88 million, of whom 4.51 million were women and 4.37 million men.

GDP

In 2021 Austria's GDP amounts to around 403 billion Euros.

ECONOMY

Family businesses are an extremely prominent feature of the Austrian economy. We are talking about some 157,000 family businesses in Austria, with almost 1.8 million employees and annual turnovers amounting to around 393.5 billion Euros. These enterprises cover a broad spectrum, ranging from small hand-craft businesses to globally successful family-run corporations.

THE COUNTRY'S MAJOR INDUSTRIES

The most important sectors are: food and beverages, machine building and steel construction, the chemical industry and vehicle construction.

NUMBER OF VEHICLE REGISTRATIONS IN THE LAST THREE YEARS IN AUSTRIA (TOTAL OF IMPORTED NEW VEHICLES)

In the last years prior to Corona, the number of new vehicle purchases in Austria was between 300,000 and 320,000 units. The Austrian market was strongly characterised by temporary registrations, with many of these vehicles being sold-on abroad.

The issue of temporary registrations, which was accentuated by fierce competitive pressures, is unlikely to be a real concern over the coming years, because of the consequences of the Corona crisis.

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27

7. MARKET ANALYSIS

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27

COMPETITOR BRANDS / PRODUCTS

THE INEOS GRENADIER'S MOST IMPORTANT COMPETITORS ARE:

- **Jeep Wrangler**
(Vehicles sold 2017 - 2019: 180-200 units) - actual average selling price €60,000 - 80,000 - including Austrian taxes.
- **Mercedes Benz G-Class**
(Vehicles sold 2017 - 2019: 100-150 units) - actual average selling price €100,000 - 200,000 - including Austrian taxes.
- **Land Rover Defender**
(Vehicles of the old model sold: 200-300 units. Selling price of the old model €30,000 - 50,000, and of the new model €70,000 - 110,000 - including Austrian taxes.

LOCATIONS OF COMPETITORS

The competitors are present in at least one instance in each of the Austrian provinces. (Austria consists of 9 provinces.)

MARKET OPPORTUNITIES

On account of its many mountains and its rural infrastructures, Austria is a good market for vehicles in the off-road segment. The end of production of the old Defender model has presented a good basis for successful sales of the INEOS Grenadier here.

The facts that the Jeep Wrangler is now planned only to be available in its hybrid version for Europe, and that the Mercedes G is offered with a selling price starting from €160,000, give further support to the INEOS Grenadier's likely sales success.

POTENTIAL CUSTOMERS / INTEREST GROUPS FOR THE GRENADIER

Off-roaders, over-landers, farmers, hunters, fishermen, building constructors, outdoor sportsmen, mountain guides, cable-car operators, armed forces, mountain rescue teams, hunting associations, communities, municipalities, emergency vehicles, army, provincial and federal authorities.

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27

8. PROPOSAL

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27



8. PROPOSAL

**Integration
of the agencies into
the INEOS dealers' network**

**by
12/2021**

**by
1-3/2022**

**Staff training in
the area of sales
and after-sales.**

**by
4-6 2022**

**by
7-8 2022**

**Application of the INEOS CI in the area of sales
and aftersales; expansion of the existing premises
for accommodating the import warehouse
and the Off-Road Adventure World.**

**Launch of the INEOS Grenadier,
with 3 off-road sessions
and presentation events.**

TIMELINE

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27

8. PROPOSAL

INVESTMENTS

The existing sales hall will be expanded to accommodate the import warehouse. A 600m² Off-Road and Over-Landing Adventure World will be established.

TRAINING

To comply with INEOS requirements, ongoing training and re-training of staff will be guaranteed.

E-COMMERCE

For Internet trade, a bespoke vehicle photographic studio, with a revolving stage, will be acquired. Every warehouse vehicle will be registered, professionally photographed (50 pictures) and offered on all currently available platforms (such as auto-scout24.at, willhaben.at, gebrauchtwagen.at, car4you.at as well as zweispurig.at).

CUSTOMER EXPERIENCE

The vehicles will be displayed in our purpose-built Off-Road and Over-Landing Adventure World. They will be available for extensive testing on our nearby off-road circuit.

AFTERSALES

Provision is being made for professional support of dealers by experienced staff members.

PARTS

We were formerly parts supplier for the Alfa Romeo brand for about 50% of the Austrian market. Because of this, we still have at our disposal an appropriate parts warehouse, with professional support.

ACCESSORIES

In our Off-Road/Over-Landing Adventure World, a designated area for the display of original accessories is planned. The Demo Cars will be equipped with all possible accessory items.

FLEET

There will be special support for major customers, such as the mountain guide association, cable-car operators, armed forces, hunting associations, communities and municipalities, emergency vehicle users, the army, provincial and federal authorities.

PRO- GRAM- MME

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27

8. PROPOSAL

**Detailed price summary for each Grenadier model
(SW, DCPU, diesel, petrol) - based on a CO2-emissions: diesel 315gram, petrol 350 gram)**

€50.000
SW DIESEL
PASSENGER VEHICLE

Nova € 20.650,-
Malus surcharge € 7.800,-

TOTAL PRICE incl. 20% VAT
€88.450,-

€50.000
SW PETROL
PASSENGER VEHICLE

Nova € 24.150,-
Malus surcharge € 9.900,-

TOTAL PRICE incl. 20% VAT
€94.050,-

€50.000
SW DIESEL
UTILITY VEHICLE

Nova € 15.150,-
Malus surcharge € 4.620,-

TOTAL PRICE incl. 20% VAT
€79.770,-

€50.000
SW PETROL
UTILITY VEHICLE

Nova € 18.650,-
Malus surcharge € 6.720,-

TOTAL PRICE incl. 20% VAT
€85.370,-

€49.000
DCPU DIESEL

Nova € 14.840,-
Malus surcharge € 4.620,-

TOTAL PRICE incl. 20% VAT
€78.260,-

€49.000
DCPU PETROL

Nova € 18.270,-
Malus surcharge € 6.720,-

TOTAL PRICE incl. 20% VAT
€83.790,-

PRICE BUILD UP



WARRANTY

In Austria the INEOS Grenadier will be launched with an 8-years (2+6) warranty.

This point will figure very prominently in our marketing concept. It will emphasise quality and give the new product a head-start for being reliable. The cost of this will amount to about €1,200 and will be added to the Austrian sales price.

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27



9. SUMMARY 5-YEAR BUSINESS PLAN

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5-YEAR BUSINESS PLAN	25
10. APPENDIX	27



VOLUMES

	1 ST YEAR	2 ND YEAR	3 RD YEAR	4 TH YEAR	5 TH YEAR
GRENADIER STATION WAGON	100	175	180	190	200
GRENADIER PICK-UP	0	15	30	30	30
GRENADIER PICK-UP COMBINED CHASSIS	0	3	5	5	5
GRENADIER XLWB STATION WAGON	0	10	20	20	20
TOTAL NEW VEHICLE RETAILS	100	203	235	245	255

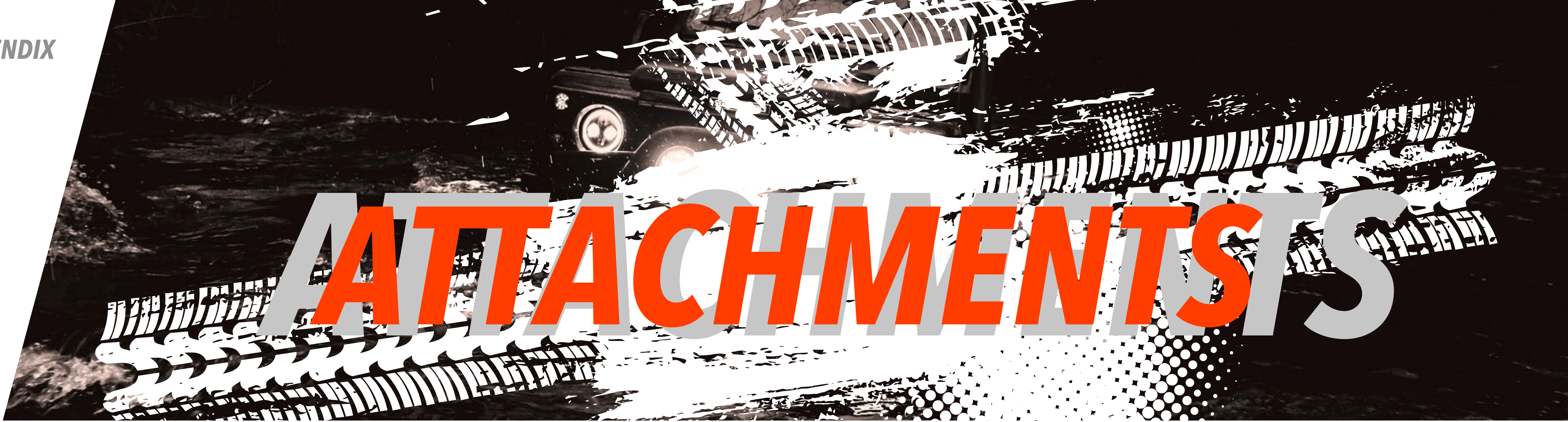
- 1. EXECUTIVE SUMMARY 3
- 2. COMPANY OVERVIEW 7
- 3. COMPANY STRUCTURE 10
- 4. BRANDS AND FACILITIES 13
- 5. MARKETING ACTIVITIES 15
- 6. COUNTRY/MARKET AREA 17
- 7. MARKET ANALYSIS 19
- 8. PROPOSAL 21
- 9. 5YEAR BUSINESS PLAN 25
- 10. APPENDIX 27



10. APPENDIX

1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27





ATTACHMENTS

5-YEAR BUSINESS PLAN
ORTNER 4X4 Import GmbH
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COMPANY REPORT
ORTNER 4X4 Import GmbH
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BALANCE 2020
ORTNER 4X4 Import GmbH
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1. EXECUTIVE SUMMARY	3
2. COMPANY OVERVIEW	7
3. COMPANY STRUCTURE	10
4. BRANDS AND FACILITIES	13
5. MARKETING ACTIVITIES	15
6. COUNTRY/MARKET AREA	17
7. MARKET ANALYSIS	19
8. PROPOSAL	21
9. 5YEAR BUSINESS PLAN	25
10. APPENDIX	27

