

ACQUISITION OF THE NCCIE



THE CITADELLE GROUP FINALIZES THE ACQUISITION OF NCCIE FOUNDED IN GUYANA BY GUY SERRES JR IN 1967.

The Citadelle Group, mobility operator in overseas territories, announces the **finalization of the acquisition of the NCCIE, distributor of the Toyota, Ford and Opel brands in Guyana, alongside the CFAO Group.**

Founded in 1967 by Guy Serres Jr, the NCCIE was at first a branch of the CCIE car dealership in Martinique which distributed cars and trucks from DAF brand as well as aircrafts from Socota brand. One year after the NCCIE's creation, Guy Serres Jr, its 23 year-old founder tragically died during a customer test of the new Socota aircraft model. **After Guy Serres Junior's death, the compagny was managed by his brother-in-law Christian Botto, who negotiated the Group's first imports with Toyota in 1972. The NCCIE was afterwards sold to Serge Fiammante in 1976, who 7in turn sold the business to the CFAO Group in 1986.**

Cyril Compte, President of the Citadelle Group, expressed himself on this significant milestone in the Group's development. " I would like to thank the CFAO Group, specially Richard Bielle, its CEO, and Marc Hirschfeld, General Director of CFAO Mobility, for their trust and support that enable us to reconnect with our family business' history". He adds "The acquisition of the NCCIE epitomizes a come back to basics. It's a great proud to pick up the thread of a story initiated by my uncle, my grandfather and our Group more than fifty years ago. This acquisition substantially reinforces the Group Citadelle, already present in Guyana with its SUD Motors and Kaizen Motors dealerships, alongside its other activities such as Pneus Cash and Piècesenstock. The NCCIE stood out over the years by an exemplary management and we are delighted to welcome again its teams within the Citadelle Group to take on together the next challenges to be, notably the processing of TAKATA airbag recalls.»

With this acquisition, the Citadelle Group reaffirms its commitment to towards Guyana territory and its will to take its action over time, offering a qualitative service to overseas customers.

THE CITADELLE GROUP

BORN FROM A CENTURY-OLD GROUP, CITADELLE IS A PURE PLAYER IN MOBILITY IN GUADELOUPE, FRENCH GUIANA, MARTINIQUE, MAYOTTE, AND REUNION ISLAND. ITS ACTIVITIES INCLUDE THE DISTRIBUTION AND SERVICES OF CARS AND MOTORCYCLES, AS WELL AS A SHARED MOBILITY INITIATIVE DEPLOYED IN REUNION ISLAND.

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