



New AAA PREMIUM AUTO brand offers as good as new cars with above standard services

Prague / Brno 16 June 2008 – The new AAA PREMIUM AUTO brand focussed on as good as new cars within two years of age was officially presented today in Prague and Brno by the AAA AUTO Group. The new brand will offer quality used cars of up to two years old, with a maximum 40 000 kilometres driven and above standard services in the Czech Republic.

AAA PREMIUM AUTO will offer quality used cars, with a price ranging in an average of 10 to 40% less than a brand new car. There is a special website with a search engine www.aaapremiumauto.cz and a special customer service line 840 500 500 available to customers. The as good as new car offer now totals 200 cars in stock including for example models Škoda, VW, Peugeot, Opel, Ford and Kia, that are among most favourite by drivers.

AAA PREMIUM AUTO customer services include at least annual guarantee, a wide palette of financing options, quality servicing, the option to purchase attractive accessories and equipment and last but not least, to deliver the car according to the special wishes of the customer. As the Chairman of the Board of AAA AUTO reminded, "a free one-year insurance Longlife worth up 15 000 CZK by company Carlife, three-year assistance services by company CarWay free and quality sales environment of AAA PREMIUM AUTO are comparable with the sale of new cars."

A completely new showroom with a 682 m² of display space that bring customers a high level of services, has also been opened for AAA PREMIUM AUTO customers today. It was established on the open space by the entrance to the AAA AUTO premises in Prague - Dolní Chabry. Customers can choose their cars here in a peaceful and fully air-conditioned environment, which corresponds to contemporary European standards. There is also plenty of conference space here offering connection to the most advanced data services. "By launching the new brand, we are moving the traditions of the used car business to even higher quality," said the CEO and Founder of AAA AUTO Anthony James Denny.

A part of the existing representative showroom in Černovická St. in Brno, was appropriated for the new brand's services.

Appendix:

1)

Make (year)	Characteristics	Price of AAA PREMIUM AUTO	Price of new car	Saving
Volkswagen Passat (2007)	22.140 km 1st owner	CZK 529.000	CZK 686.200	23%
Škoda Fabia (2007)	23.000 km 1st owner	CZK 237.000	CZK 269.000	12%
Citroën C3 (2007)	19.000 km 1st owner	CZK 189.000	CZK 239.000	21%
Ford Fiesta (2007)	9.000 km 1st owner	CZK 239.000	CZK 313.900	24%
Kia Ceed (2007)	15.000 km 1st owner	CZK 339.000	CZK 439.000	23%
Škoda Roomster (2007)	13.000 km 1st owner	CZK 359.000	CZK 469.000	23%

2) The description of new Prague showroom:

- Total showroom area is 628,40 m²
- Total office space and meeting rooms 243 m² on the ground floor and 419 m² on the 1st floor
- The total investment costs CZK 58 million
- Ecologically friendly heating is designed using five thermal pumps placed on the roof
- The façade is glass, glass with solar factor 37 is used on the east, south and west side of the façade

Contact:

PhDr. Milan Smutný

Spokesman

AAA AUTO • Chlumčanského 5 • 180 21 Prague 8 • Czech Republic

Tel.: +420 283 068 499

Email: milan.smutny@aaaauto.cz

The logo for AAA AUTO, featuring the text "AAA AUTO" in a bold, blue, sans-serif font. The text is underlined with a thick blue horizontal bar.

AAA AUTO

The AAA AUTO group has been in operation for almost 16 years and gradually expanded from the Czech Republic to other countries. At present, it coordinates a network of 44 branches in five countries: the Czech Republic, Slovakia, Hungary, Poland and Romania. According to audited consolidated results the AAA AUTO group sold 79 871 used and new vehicle, reaching a turnover of 470 million EUR in 2007. In September 2007, the Netherlands controlling company AAA Auto Group N.V. entered the stock exchange in Prague and Budapest. According to studies performed by Ernst & Young, the AAA AUTO Group placed among the top ten largest vehicle distributors in Europe last year.