

## MøllerGruppen - chronological overview

### 1895

May 10, 1895: The founder Harald Aars Møller is born in Vadsø.

### 1911

Harald A. Møller learned to treat money with respect and prudence and as a 16-year-old he got a job as a steamship agent in Vadsø. In his dealings with barque captains and fish merchants he also learned the adage “keep your path clean” – he did not let himself be bought or bribed, although such attempts did occur. This became something of a code of honor to live by for this young shipping agent.

### 1931

“Strømmens Værksted AS” became the agent for Dodge and De Soto in Norway and sold cars made by these manufacturers through its dealer network, while Kolberg & Caspary AS sold Dodge trucks and buses through its dealer network. Harald A. Møller was employed as the manager for Kolberg & Caspary AS, specializing on the Chrysler models.

### 1936

April 18, 1936 (Start of MøllerGruppen’s history): Harald A. Møller, together with engineers K. Kolberg and J. De Caspary, establishes Strømmen Auto AS. The share capital was NOK 30,000 and the shares were distributed equally between the three, with 10 shares each. Harald A. Møller thus became an owner. The seed for MøllerGruppen is sown. The company was the wholesaler for Dodge and DeSoto cars for all of Norway. The name Strømmen Auto came from a close cooperation with the workshop, Strømmens Verksted. The manager was Harald A. Møller. In total there were 5 employees in 2 offices on Tullingsgate in Oslo.

### 1939

The share capital increased tenfold. Kolberg and Caspary withdraw as active partners, but continue as shareholders. Møller is responsible for the operations.

The company manages to “survive” during the war through the production and sale of “Strømmen” wood gas generators and car repairs. “AS Autoindustri” sold generators and reserve parts through 26 Dodge dealers. During the war years, a total of 29,000 wood gas generators were produced (in today’s terms a market value of NOK 450 million). The Dodge dealers sold wood gas generators and repaired cars.

### 1943

Harald A. Møller introduces a collective pension scheme for his employees. This was a groundbreaking initiative in Norwegian labor policy.

### 1946

Changes the name of the company from Strømmen Auto AS to Harald A. Møller AS.

### 1948

On October 21 Harald A. Møller AS becomes the Norwegian Volkswagen importer, the 7th importer in the world. The majority of the dealer network consists of Dodge dealers who sold wood gas generators during the war. During the year one car arrives in Norway, but that car was borrowed and

was returned. The next year, 1949, 190 cars were imported. A car cost NOK 9,300.

In December 1948 the first advertisement in Norway for Volkswagen was printed in the national newspaper Aftenposten's morning edition – "We have taken over the representation of Volkswagen in Norway" Harald A. Møller AS.

#### **1949**

The first 190 VW Beetles were imported. On July 11, 1949, the two engineers, Kolberg and Caspary, sell all of their shares in the company to the manager, Harald A. Møller.

#### **1956**

Grand opening of the first large dealer facility in Skøyen, Oslo.

#### **1960**

As of 1960, the purchase restrictions are finally eliminated for all car categories in Norway. Møller imported 8,630 cars, which resulted in a market share of 20% of the car sales in Norway. The price of the Beetle was NOK 13,750. During the year, Volkswagen no. 25,000 is imported into Norway.

#### **1966**

Harald A. Møller AS spins off the car dealership operations into individual companies. Predecessor to today's Møller Bil Norway (see 2006).

#### **1970**

Harald A. Møller AS introduces flex time - ground-breaking labor policy.

#### **1972**

On January 1, 1972, Jan Henrik Møller (born July 27, 1930) takes over after Harald A. Møller as the company's CEO. Jan H. Møller started as an apprentice in the workshop on Vogts Street on July 15, 1951, and after his apprenticeship ended he worked at a car factory in England, for Chrysler in USA and at Volkswagen in Germany.

#### **1974**

Harald A. Møller AS becomes a Norwegian Audi importer. Volkswagen Golf enters the market.

#### **1980**

MøllerGruppen's own EDB network, "M-Net", with 30 terminals is introduced.

#### **1991**

Volkswagen buys the Skoda factory.

#### **1992**

Harald A. Møller AS becomes a Norwegian Škoda importer.

#### **1994**

Harald A. Møller AS imports car no. 500,000.

#### **1995**

Car-related real estate is spun off from the dealer companies with the foundation of Møller Bil Eiendom.

**1996**

The car financing company, Møller BilFinans AS, is founded. After having conducted leasing operations in its role as an importer, the Group wanted to take advantage of the growing market for loans and financing and to a greater extent become a Full Service Provider for cars and auxiliary services.

**1996**

In line with Volkswagen AG's growth strategy, work starts to separate the dealer structure for the Volkswagen and Audi brands in Norway.

**1997**

MøllerGruppen establishes itself in the Baltics and becomes an importer and dealer of Volkswagen and Audi in Lithuania.

**1998**

On October 21, Harald A. Møller celebrates its 50th anniversary as a Volkswagen importer in Norway. All of the dealers are present at the factory in Mexico where the Group receives a new Beetle as an anniversary gift from Volkswagen. (The car is part of MøllerGruppen's car collection.) In Norway the anniversary is celebrated with a large event that is attended by all of the employees in Norway.

**2002**

MøllerGruppen becomes an importer and dealer of Volkswagen and Audi in Latvia.

**2003**

MøllerGruppen has grown extensively and the next natural step is to consider future ownership. The solution is to divide the Group. The Schage family takes over the real estate operations and the Møller family takes over the car operations. The manufacturing operations are split between the families.

**2005**

MøllerGruppen becomes a Volkswagen importer in Estonia.

**2006**

MøllerGruppen opens Norway's largest car dealer chain under the name Møller Bil. All of the Møller owned car dealers in Norway are now marketed under the name Møller Bil plus the name of the city. The [www.mollerbil.no](http://www.mollerbil.no) website is launched to explain the chain's values.

**2007**

MøllerGruppen establishes itself in Sweden through the acquisition of the dealer groups, E. V. Normans Bilfirma AB in Örebro and AB G. Persson in Uppsala.

**2008**

MøllerGruppen acquires Arver Personbilar AB in Västerås and with this third acquisition becomes Sweden's second largest Volkswagen, Audi, Škoda and Seat dealer group. In total 11 sales locations in mid-Sweden.

Harald A. Møller AS is named "Volkswagen importer of the year" by Volkswagen AG for the third time (1984 and 1992) and Skoda Auto awards the importer the honorary title "Skoda importer of the year".

## **2009**

Harald A. Møller AS imports car no. 1,000,000 to Norway. It took 58 years to import the first half million cars, but only 15 years to import the second half million. The one-millionth car is a Golf TDI BlueMotion and is part of MøllerGruppen's car collection.

May 17, 2009: All of the Møller-owned car dealers in Sweden are given the name Møller Bil, and all of the dealers in the Baltics are given the name Møller Auto (September).

On July 8, MøllerGruppen and Volkswagen Financial Services AG sign a joint venture agreement. These two companies establish a new financing company in Norway that will offer financing and insurance products for Volkswagen, Audi, Skoda and VW commercial vehicles. The name of the new company is Volkswagen Møller Bilfinans AS, and Volkswagen Financial Services owns 51%.

Harald A. Møller AS purchases the remaining 49% of the shares in Auto Group Baltic, the import company in the Baltics and becomes the sole owner of the company.

In September, the name Møller Auto is established for all of MøllerGruppen's dealers in the Baltics.

## **2010**

On April 23, MøllerGruppen expands the shareholder base. Harald A. Møller's four great-grandchildren in the Schage Førde family go in together as shareholders (25 percent ownership) and the family is thus once again the company's owner. The Group was, until this, owned solely by the three Møller grandchildren.

## **2011**

On March 25, MøllerGruppen AS strengthens its position in the Baltic car market by acquiring the Saksa Auto dealer chain in Estonia. Saksa Auto consists of six car dealers in Tallinn, Tartu, Pärnu, Jõhvi and Viljandi.

On June 14 MøllerGruppen started the celebration of its 75th anniversary with a large event at Sukkerbiten next to the Opera in Oslo. In the evening the ship set off on its four week coast to coast trip to visit cities where MøllerGruppen has activities: Sandefjord, Fredrikstad, Stockholm, Riga, Klaipėda, Stavanger, Haugesund, Bergen, Ålesund, Molde og Trondheim. Over 3 222 employees attended at the celebration and 823 participated as sailing crew at the different trips at Christian Radich.

Harald A. Møller AS introduced five years new car guarantee for the brands Volkswagen, Audi and SKODA. The norwegian importer is first mover in giving buyers of these car brands an extended guarantee.

## **2012**

MøllerGruppen strengthened its position as the leading car company in the Nordic. MøllerGruppen is also the largest car company in the Baltics. The international part of the business constitutes approximately one fourth of the 3 600 employees and about 20 per cent of the turnaround in 2012.

In January 2012 an agreement was made of acquisition of the Volkswagen-dealers in Riga and Ventspils in Latvia.

During 2011 and 2012 we started building a portfolio of not car-related real estate. So far, this has resulted in investments of about one billion kroner, mainly in business properties with long contracts with solid tenants.

**2013**

MøllerGruppen is still the leading car company in the Nordics with 3 785 satisfied employees. We launched our very first electric car, Volkswagen e-up! and entered the ambition to establish a leadership in rechargable cars. The company got the highest turnaround ever and one of the best results in history, and also experienced a strong progress for its car finance business.

MøllerGruppen has presented its achievements in Corporate Social Responsibility as a part of the Annual Report since 2007. In 2013 MøllerGruppen published its first, separate Corporate Social Responsibility Report. The report consists of the three chapters employees, society and environment and, based on our core values, the company has introduced a number of measures to translate our social responsibility into practice.