



Press release

Media Relations

Tel +39.02.4826.3250
Fax +39.02.4826.3614
ufficiostampa@autogrill.com
www.autogrill.com

Autogrill opens the biggest motorway service area in France run by a private operator

- Autogrill's 73rd location in France
- Sales of €1.5m expected in 2006 (April - December)

Paris, 19th May 2006 – Autogrill today opened three food&beverage locations in the Haut Koenigsbourg service area on the A35 motorway. Present at the opening were Autogrill France chairman and COO Jean Jacques Isoard and Roberto Colombo, ACDLEC chairman Michel-Édouard Leclerc and representatives of the local authorities. This, the biggest multi-service location in France ever assigned to a private operator, will generate sales of €1.5m in the period April-December 2006.

Haut Koenigsbourg is Autogrill's 73rd location in Francia and is one of the finest examples of Autogrill's integrated "stop-over" concept, which is designed to meet the needs of the modern traveller in search of "one-shop" solutions. The fruit of synergy between f&b, mass distribution and planning experts, it provides petrol, f&b and retail (from free service restaurants to a brasserie, fast service restaurants and boutiques) and generous relaxation areas - all in a single service area.

"Autogrill France led the way in this new organization of motorway service areas in France and elsewhere in Europe. The first such project was in 1994. Its optimization of service area and traveller service organization rapidly became the preferred concept for modern motorway service areas. A "multi-service building" model is now proposed whenever space and commercial offerings permit," explained Autogrill France COO Roberto Colombo, "so this strategy not only allows us to optimize times and facilitate consumers' purchase choices but also to reduce industrial and organizational investments and leverage economies of scale and synergy".

At Haut Koenigsbourg (total area = 2,400 m²), the f&b area is 720 m², of which one third is for service operations and two thirds for the public. In line with its territorial development policies, Autogrill is offering a series of f&b concepts featuring local cuisine, including:

- **LE BRETZEL Brasserie**, offering the best of local specialities: *flammekueches*, warm *munster* salad, *spätzles*, mirabella plumb ice cream and the famous *kouglof glacé*.
- **Côté France buffet restaurant**: in addition to the five islands with traditional dishes, the "original cuisine" stand enables customers to assemble their meals with local flavours: from Alsace salad to mirabella plumb tart, from sauerkraut to *munster*.
- **Côté Café**: an emblem of Autogrill's coffee-bar/fast-food offering in France, this concept too features local products, such as *bretzels*.