



## First strategic entity in Mexico

*Plastivaloire Group ranks amongst the very top European manufacturers of complex plastic parts used in retail consumer products. It designs and manufactures these plastic parts as well as handling their mass production. Present within the multimedia, motor vehicle and electric and electrical appliance sectors, the Group has 26 production sites in France, Germany, Poland, Spain, Romania, Tunisia, Turkey, England, Portugal and Slovakia.*

**Plastivaloire Group has announced the expansion of its operations to San Luis Potosí in Mexico through a new subsidiary, Plastivaloire Mexico. Production at this strategic entity, located in a region that regroups benchmark contractors from within and outside of the motor vehicle industry, will begin at the end of 2016 and is set to gradually accelerate over 2017.**

The operation is perfectly in line with Plastivaloire Group's strategy for geographic diversification, allowing it to cement its position amongst the world's leading plastics industry players and work very closely with client contractors. After the United States, Mexico is the 2<sup>nd</sup> largest manufacturer of motor vehicles on the American continent and the 7<sup>th</sup> largest manufacturer worldwide.

The state of San Luis Potosí is located at the heart of a key region in motor vehicle manufacturing that is home to names such as Chrysler, Fiat, Ford, General Motors, Nissan and Volkswagen. Recently joined by Audi, they are also soon to be joined by Mercedes-Benz in 2018 and BMW in 2019. At present, forecasts from the Mexican Automobile Industry Association (AIMA) indicate that production in Mexico will exceed 5 million motor vehicles per year in 2020 compared with a figure of 3 million in 2015.

The region is also home to industry leaders across other sectors which will generate new opportunities for the Group's non-Motor Vehicle activities in line with its strategic roadmap.

This new entity will allow Plastivaloire Group to reinforce its positions with its longstanding clients and win over new market share.



*If you would like to receive financial information about Plastivaloire Group by e-mail, send your request to [plastivaloire@actus.fr](mailto:plastivaloire@actus.fr)*