

Fnac Darty steps up its presence in the urban mobility market and prepares to market *Ami*, the 100% electric mobility solution from Citroën

As part of an unprecedented partnership forged with Citroën, the Fnac and Darty banners will offer a 100% electric mobility solution, designed by the car manufacturer. Available without a license, it will be demoed and on sale in some thirty Fnac and Darty stores beginning in the spring of 2020 and on Fnac.com and Darty.com starting March 30.

Over the past two years, Fnac Darty has invested heavily in the urban mobility market through efforts to promote the widespread use of hoverboards, electric scooters and, since December 1st, electric bicycles. With its marketing of this new mobility solution, Fnac Darty is fortifying its leading position in this future market and demonstrating its ability to rewrite the rules when it comes to selling urban mobility products. The group is responding to the needs of consumers seeking alternative mobility solutions that are more environmentally friendly and suited to urban environments.

Over the coming weeks, Fnac and Darty customers will be able to discover *Ami* – 100% electric in some thirty group stores across France, and to place orders with sellers on the Fnac.com and Darty.com online stores, and on the Citroën website. Ordered products will be delivered to customers directly by Citroën within 3 to 4 weeks starting in early July.

Pop-up event test drive areas will also be set up near stores to allow customers to try out the product by appointment.

In the words of Enrique Martinez, Chief Executive Officer of Groupe Fnac Darty: *“Driven by our culture of innovation and the power of our omnichannel model, we are now ready to support Citroën in testing out new ways of marketing its vehicles by leveraging our sales areas providing a total customer experience to discover new products. With Ami, we are laying down even deeper roots in the urban mobility market and once again demonstrating our ability to offer innovative products that align with our culture and meet consumer expectations.”*

***Ami* – 100% electric**

A mobility solution accessible to all: compact, protective, 100% electric, license-free and affordable, available:

- long-term rental starting at **€19.99/month** (*Ami* version; 48-month LTR, 1st installment €2,644, environmental bonus of €900 incl. tax deducted in France)
- immediate purchase: **starting at €6,000 incl. tax** (*AMI AMI* version; bonus of €900 incl. tax deducted in France).

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About Fnac Darty: Operating in 13 countries, Fnac Darty is a European leader in the retail of entertainment and leisure products, consumer electronics and household appliances. The Group counts 24,000 employees and, as of the end of 2019, has a multi-format network of 880 stores, including 710 in France. Fnac Darty is France's second e-commerce player in terms of traffic (near 20 million aggregated unique visitors per month) with its two retail websites, fnac.com and darty.com. A standard-setting omni-channel retailer, Fnac Darty posted pro-forma revenues of €7.349 billion in 2019.