



2017

## LAMBERET UNVEILS THE FULL EXTENT OF ITS NEW UTILITY VEHICLE RANGE AT SIRHA!

Lamberet is exhibiting at SIRHA from 21 to 25 January 2017 at Lyon-Eurexpo, the largest world trade fair dedicated to the hotel and restaurant sector.

This is a unique opportunity for the bodywork constructor to unveil the full extent of its new range of refrigerated utility vehicles. This should further reinforce the expansion in sales of utility and light vehicles in 2017, following an exceptional year in 2016, having achieved 22% growth in France and 31% internationally.

### SIRHA, an essential exhibition for Lamberet: 800 visitors welcomed every day.

A founder exhibitor, since the creation of the trade fair, this year Lamberet offers visitors the opportunity to discover 11 representative vehicles of its new range of refrigerated utility vehicles. Over 800 visitors will be welcomed every day at a dedicated 150 m<sup>2</sup> reception area, in the integrated transport section in hall 3.

### The most complete range of refrigerated utility vehicles ever presented: 63 models!

SIRHA is the opportunity for Lamberet to present its new refrigerated bodies on utility vehicles, the biggest range ever, since its creation in 1965, and now also the most complete in the market. No fewer than 63 models of utility vehicles under 7 tonnes authorised laden weight with 16 constructors are now sold with refrigerated conversions by the body builder Bressan.

*Quentin Wiedemann, Marketing Manager of Lamberet SAS, emphasises:*

“63 models of utility vehicles is a record for Lamberet, but also for the profession. Not only does no other company in Europe manufacture its own bodies for closed bodies, flatbeds as well as chassis-cabs, but within these same sectors, we now provide the most complete range.

If we take into account all the versions available for each of these 63 models – different lengths and heights, ... and the variants in our own bodies, this amounts to several thousands of different combinations that we can produce! This diversity is one of Lamberet’s strategic focuses, with a view to being able to offer each of its clients a dedicated vehicle, which is the most efficient for their specific business activity.”

### An exceptional performance in 2016: sales up 22% in France and 31% internationally!

With 1400 refrigerated utility vehicles under 7 tonnes registered in France in 2016, Lamberet posted its best ever result, with an exceptional increase of 22% in its sales volume in a market that is stable overall (source: AAA DATA).

These figures can improve even further in 2017 with the increased output of the new production site, specialising in refrigerated utility vehicles established at Saint-Eusèbe (71) and which became operational in May 2016, 4 months ahead of the initial schedule. 70 employees have already been recruited and it is anticipated that a further 80 will be taken on in the coming 18 months.

*Quentin Wiedemann adds:*

“Our refrigerated bodies have been entirely renewed since 2014 and mark a veritable technological breakthrough. Lamberet is therefore the first bodywork constructor to have offered a product for these small closed bodies combining a high quality “reinforced” level of insulation in accordance with the requirements of the ATP, permitting use with negative cold production, compatible with the original side door and palletizable between the wheel arches. Our New Frigoline bodies intended for flatbeds and chassis-cabs use the most innovative technologies in the market, developed, tried and tested on the Lamberet range of industrial vehicles: high resistance floor coating, fully closed composite panels, new ergonomic equipment, such as the “Easy-Handle” hand grips or the rotary assisted EDL (easy door lock) door retainers, etc... Finally, we offer the best balance between weight / insulation / robustness in the market: recognised expertise also derived from the industrial vehicle range, because our Green Liner semitrailer is the lightest in Europe.

### A new acceleration for body builder constructor partnerships.

Lamberet is promoting 4 exceptional constructor partnerships at SIRHA 4:



### **A European First “VanPartner refrigeration by Mercedes”**

For the first time on a bodywork constructor stand, a “VanPartner by Mercedes-Benz” corner presents to visitors the joint Lamberet and Mercedes products.

VanPartner by Mercedes Benz is a partnership programme for bodywork constructors meeting the Mercedes-Benz requirements in terms of quality, distribution and after-sales service, to the same quality standards as a “factory” body. Extending a close collaboration between Daimler and Lamberet in the context of “single-invoice” commercialisation operating in Germany, Lamberet offers the biggest range of refrigerated vehicles on a Mercedes-Benz base with the Citan, Vito and Sprinter closed bodies, the Sprinter “flatbed” Alko, and the Sprinter chassis-cab.

Showcased in this VanPartner space, a long Citan with side door and aluminium floor is being exhibited at SIRHA. The entire Mercedes “Fresh” range is available at the external Lamberet presentation space.

### **“Ready to roll” commercial offers with Renault Pro+**

A Renault Kangoo, a Trafic closed body and a Trafic flatbed enable visitors to discover the extent of the partnership between Lamberet and Renault Pro+. The range available at SIRHA is completed by the closed body, flatbed and chassis-cab variants of the Master.

With a member of the Renault Pro+ at its stand, Lamberet and Renault are providing an exclusive “Ready to roll” programme at the trade fair, with vehicles available that can be reserved directly. The “Ready to Roll” [Prêt à Partir] range is supplemented for the duration of the trade fair by long-term lease financing options.

### **“Peugeot Utility 2017” has its show**

The programme of Peugeot Professionnel “Utility” products is highlighted with the Peugeot Partner Utility flatbed being exhibited here. This programme provides the benefit of turnkey solutions from the Peugeot network. The 2017 products are reinforced at SIRHA by attractive lease products dedicated to the catering professions.

### **Citroën: the European First with the new Jumpy Lamberet refrigerated van body**

Citroën, together with Lamberet, is exhibiting the new Jumpy closed body in a new refrigerated version. Using the latest technology of the new Lamberet integrated insulation systems, this vehicle offers top of the range performance.

The Kerstner extra-flat unit is aerodynamic and provides the advantage of a combined overall height limited to 2m. The high quality reinforced insulation includes a side door, stainless steel protections on the wheel arches, high luminosity LED lighting, an original cab partition preserving the original “constructor” level of safety and comfort. The optimised usable volume is exceptional for this type of vehicle with a capacity for up to 3 pallets and 33 “gastronomy” standard crates, 600x400x320 mm in size.

### ***Erick Méjean, Managing Director, Lamberet SAS, comments on prospects for 2017:***

**“SIRHA 2017 is an exceptional vintage for Lamberet. All our French and Swiss marketing teams, as well as all our European distributors are present to welcome our clients, attending in large numbers. The significant expansion of our range resulting from the opening of our new production site at Saint-Eusèbe opens up favourable prospects for 2017. Our growth during 2016 has enabled us to gain 5 points in market share in France in the utility and light vehicle sector, which is 34% outside the captive leasing market. Our progress did not come about by chance: we are capitalising on a strategic manufacturing project launched 5 years ago, upon some serious levels of investment, and upon over 50 years of experience in utility and light vehicle refrigeration!**

***Download the high definition visual from SIRHA via WeTransfer:***

<https://we.tl/V8mXxvfTIR>



Stand - Lamberet  
SIRHA 2017 - 06



Stand - Lamberet  
SIRHA 2017 - 05



Stand - Lamberet  
Sirha 2017 - 04



Stand - Lamberet  
SIRHA 2017 - 03



Stand - Lamberet  
SIRHA 2017 - 02



Stand - Lamberet  
SIRHA 2017 - 01



Gamme  
Lamberet 2017 -  
63 modeles VU



Gamme  
Lamberet - Expo  
exterieure



Expo - RENAULT  
Trafic plancher -  
PAP



Expo - Renault  
Trafic plancher -  
HD



Expo - RENAULT  
Trafic fourgon -  
HD



Expo - Renault  
Kangoo Maxi -  
HD



Expo - PEUGEOT  
Partner plancher -  
UTILITY



Expo - PEUGEOT  
Partner plancher -  
UTILITY - 2



Expo - Peugeot  
Partner plancher -  
HD



Expo - PEUGEOT  
Boxer fourgon -  
HD



Expo -  
MERCEDES Vito  
fourgon - HD



Expo - Mercedes  
Sprinter chassis -  
HD



Expo - Mercedes  
Sprinter AIKo -  
HD



Expo -  
MERCEDES Citan  
fourgon - HD



Expo -  
MERCEDES Citan  
fourgon - HD



Expo - IVECO  
Daily chassis -  
HD



Expo - CITROEN  
Jumpy fourgon -  
PREMIERE  
EUROPEENNE



Expo - CITROEN  
Jumpy fourgon -  
PREMIERE  
EUROPEENNE - 2



Expo - Citroen  
Jumpy fourgon -  
nouveau - HD



Corner Van  
partner by  
Mercedes-Benz -  
1



Corner RENAULT  
Pret a Partir

Interactive content  share the videos of the bodywork exhibited at SIRHA!

*CITROËN Jumpy refrigerated closed body:*

<https://youtu.be/ky1RmarJoIU>

*MERCEDES Citan refrigerated closed body:*

<https://youtu.be/YbbcYV-GB2Q>

*PEUGEOT Partner refrigerated commercial vehicle body:*

<https://youtu.be/ySK4SLZ-1uA>

*RENAULT Trafic refrigerated commercial vehicle body:*

<https://youtu.be/UsKTexHQpbs>