



**CHEREAU**

**INNOVATION DRIVES YOU FORWARD**

**THE REEFER**  
GROUP

# VALUES



## OUR PURPOSE

Every day, our teams imagine, propose and produce with passion, the premium and durable custom-made vehicles and solutions for temperature-controlled transport, which makes CHEREAU the brand that everyone loves.

### CUSTOMERS ARE AT THE HEART OF OUR ACTIONS

- Understand their needs to provide tailor-made solutions that create added value.
- Provide premium and top quality services and products that are both competitive and sustainable.
- Formalise and respect our commitments.
- Cultivate straightforward, friendly, trust-based relationships with our customers and partners.

### EACH EMPLOYEE IS A CORNERSTONE IN OUR VALUE CREATION PROCESS

- We cultivate exemplary behaviour and high standards in a caring, respectful working environment.
- We value teamwork and collective success.
- We foster enthusiasm and commitment by encouraging the growth and development of each employee.
- We encourage initiative and allow room for error.

### OUR GROWTH IS DRIVEN BY INNOVATION

- Go for added-value breakthrough innovation.
- Make life easier for the users of our products by simple, practical developments.
- Promote eco-design for more sustainable products.
- Reduce carbon impact with more fuel-efficient vehicles and new energy sources.

### PROTECTING OUR ENVIRONMENT AND PREPARING FOR THE FUTURE IS OUR CHOICE

- Reduce the carbon footprint of our industrial activity.
- Hunt down wastage and reduce our emissions.
- Promote the reuse and recycling of our products.
- Set high CSR ambitions and measure our performance regularly.

## OUR CLIENTS' MAIN ACTIVITIES



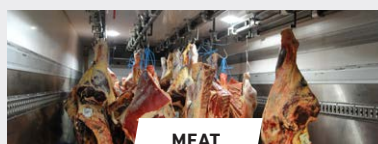
DISTRIBUTION



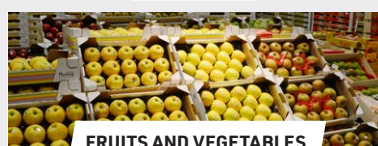
GROUPING / MULTI-DROP



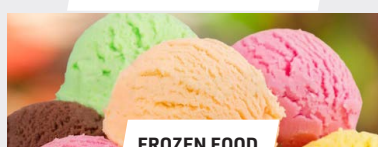
LONG HAUL



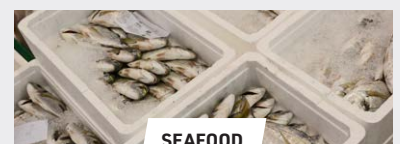
MEAT



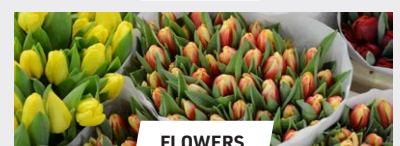
FRUITS AND VEGETABLES



FROZEN FOOD



SEAFOOD



FLOWERS

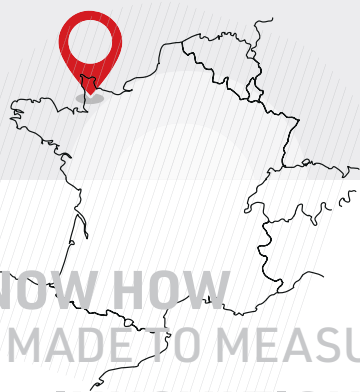


HEALTH PRODUCTS

# CHEREAU, INNOVATION MADE IN NORMANDY



CHEREAU is the first European manufacturer specializing in the design and manufacture of refrigerated bodies for heavy goods vehicles. For more than 70 years, CHEREAU has been recognized by the entire profession for the high quality, longevity and first-class performance of its products. Located in the heart of the Mont-Saint-Michel bay, in Normandy, the company follows a policy of permanent innovation and custom-made vehicles, serving the most demanding transporters. Since 2016, CHEREAU is part of The Reefer Group, the European leader in polyester technology refrigerated bodywork.



KNOW HOW  
MADE TO MEASURE  
INNOVATIONS

## VEHICLES

### REFRIGERATED SEMI-TRAILERS

CHEREAU refrigerated semi-trailers maintain an unrivalled reputation for performance, road handling, robustness and low maintenance costs. These features are a direct result of CHEREAU's innovations in body and chassis design.



### TRUCKS

CHEREAU's refrigerated trucks benefit from the highest level of innovation to perfectly meet the operating constraints of carriers and companies that have to deliver their customers under controlled temperatures. CHEREAU is positioned as a provider of tailor-made solutions dedicated to specific operating needs.

## KEY FIGURES

**2022**



Nearly  
**1000**  
employees



**€ 226 M**  
Turnover



**+ 3 750**  
made-to-measure  
vehicles produced



**55 %**  
sales export



**45 %**  
market share in France and  
15% in Europe



**€ 3,2 M**  
invested in production  
equipment



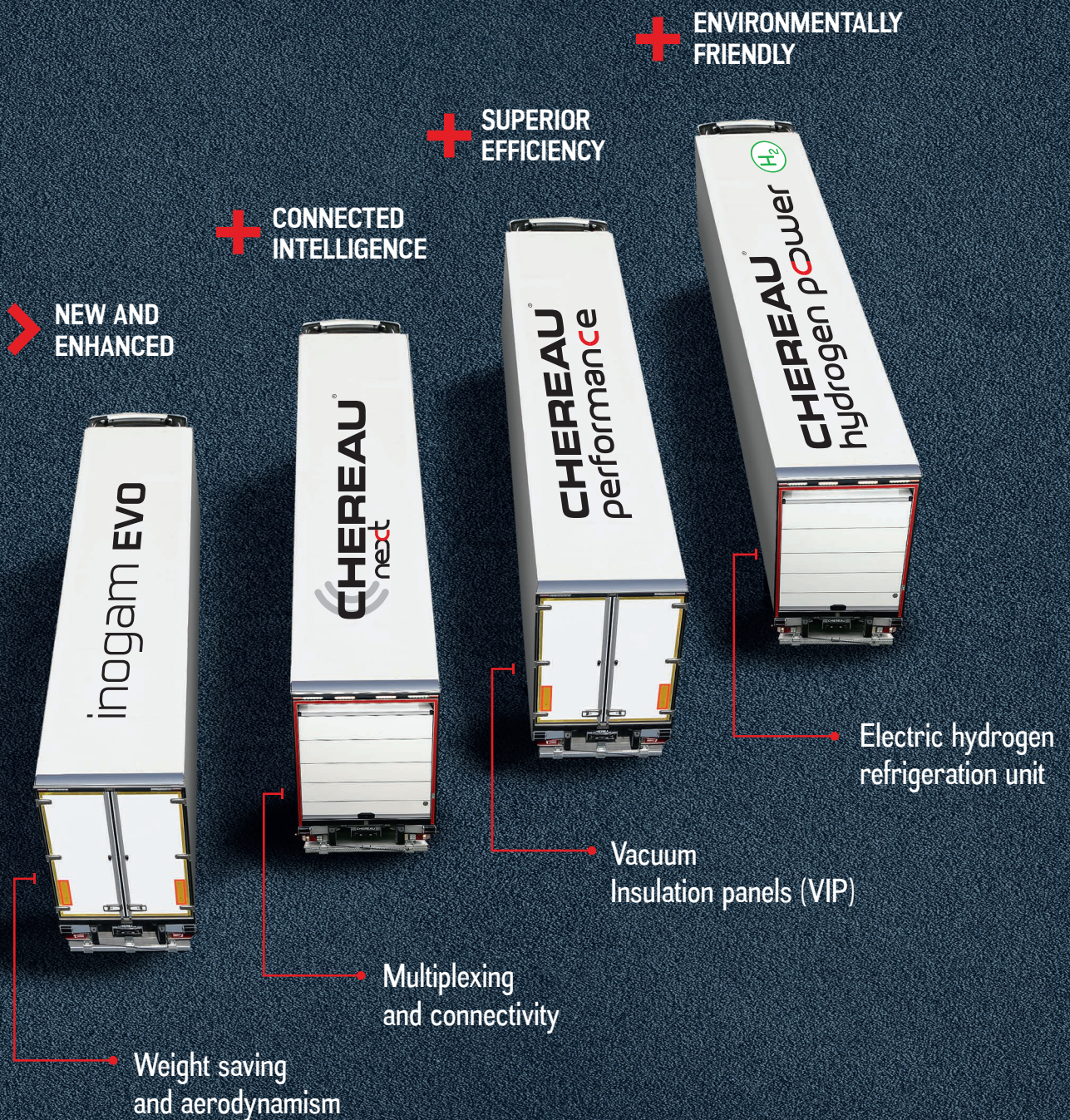
**€ 3,7 M**  
fundamental and custom  
R&D



# LAST INNOVATIONS



The ROAD concept for the refrigerated semi-trailer of the future has given rise to four new product ranges that incorporate its main innovations.





# NETWORKS AND SERVICES



## NETWORKS



### THE COMMERCIAL NETWORK

As an international bodybuilder and manufacturer, CHEREAU relies on a network of experienced distributors to provide its customers, whatever their country, with the quality of advice and support they expect. More than 30 distributors ensure the presence of CHEREAU on the main European markets.



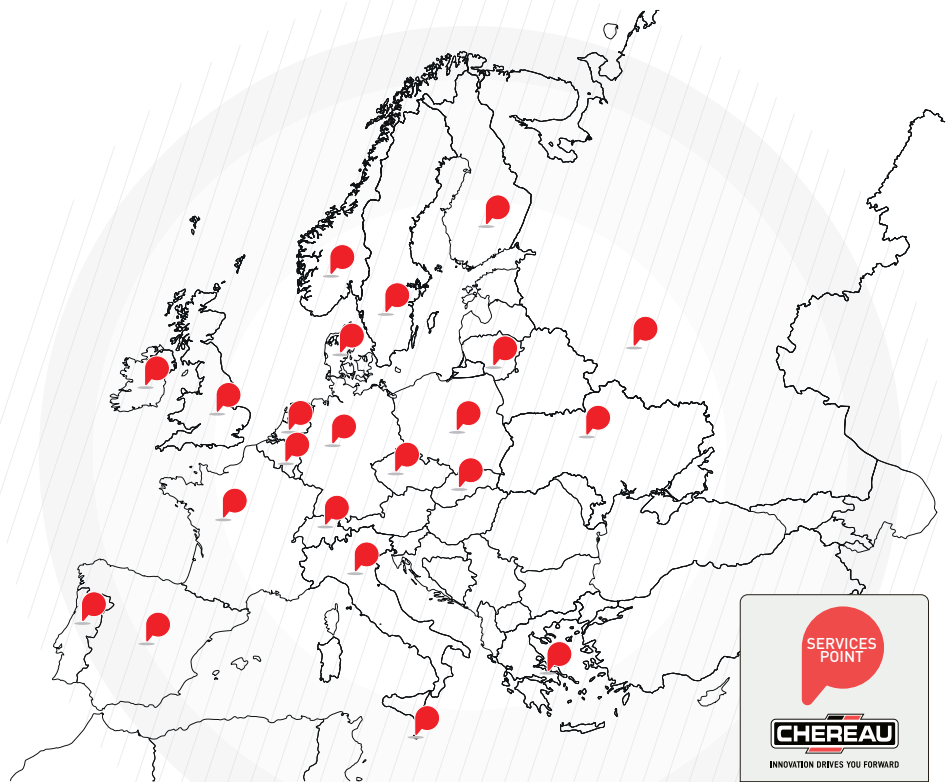
### SERVICE POINTS IN EUROPE

CHEREAU Service Centers in Europe provide our customers with a high level of support as close as possible to where their vehicles operate. They are rigorously selected based on the following criteria: quality commitment, availability of parts, CHEREAU use of genuine spare parts, know-how, training according to the manufacturer's standard, reduced response times.

**95 Service Points** in Europe provide the following services\*:

- MAINTENANCE
- BODY / COOLING UNIT / TAILLIFT
- REPAIR
- REBUILDING
- ORIGINAL CHEREAU SPARE PARTS
- PAINT / LIVERY
- ATP TEST CENTER
- TRAINING
- RENTAL
- USED VEHICLES

\*Variable services depending on the site



## SERVICES



### CHEREAU GUARANTEED ORIGINAL PARTS

The CHEREAU genuine parts guarantee covers more than 4000 spare parts with CHEREAU's quality, which are designed to maintain the performance and protect the resale value of your equipment. All the parts for your CHEREAU vehicle (including the tailgate, refrigeration unit, axles, etc.) are available in stock or on order; at your Service Point your Service Point or via the Easy Parts website. They can be shipped anywhere in France and abroad.

<https://easyparts.chereau.com/login>



### THE USED VEHICLE SERVICE

Our used vehicle service is at your disposal for the purchase or resale of your refrigerated vehicle of any make. We also offer a wide range of vehicles available immediately on site. Feel free to visit the «Used vehicle» section on our website for more information.

[www.chereau.com](http://www.chereau.com)

# CHEREAU INVOLVED PARTNER



Fédération Française de Carrosserie  
Industrie et Services



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