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between THE UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION (UNIDO) and FIDIMI CONSULTING S.p.A.

> PLANT FOR THE PRODUCTION OF THREE WHEELER TRANSPORTATION VEHICLES (PIAGGIO DESIGN)

> > FINAL REPORT

JOINT VENTURE BETWEEN:

PIAGGIO GROUP and STA GROUP

UNIDO PROJECT No. TUN/007/M/90-11 Activity Code: G01902

Roma, June 1992

INTRODUCTION

In November 1991 UNIDC launched a tender for a pre-investment study of a joint-venture (SAT) project for the production of three wheeler vehicles (PIAGGIO Design) in Tunisia.

Fidimi Consulting was selected and charged with the preparation of the requested study. The relevant Contract, No. 91/307, was signed on Dec. 16, 1992.

The kick-off meeting took place in Pontedera (Italy), in the office of the Italian sponsor (Piaggio)on December 1991 with UNIDO IPO Representative.

A field visit to Tunisia was made by Fidimi Censulting in January 1992 and followed by a visit to Morocco and Algeria in February.

The pre-investment study was developed on the basis of information provided by the Project Promoters and data collected during the field visit.

According to the Contract, Fidimi Consulting carried-out the services and submitted the Draft Final Report to UNIDO on April 27th, 1992.

UNIDO accepted the Draft Report (ref. fax from UNIDO IPO Milan dated June 16th, 1992).

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# SUMMARY OF BASIC DATA AND RESULTS

PROJECT NUMBER: US/GL0/89/126

PROJECT TITLE: Plant for the production of three wheeler
vehicles

COUNTRY: Tunisia

EXCHANGE RATE: 1 DT= 1352 It.lire - 1 US\$= 1250 It.lire

PROJECT SITE: Tunis - Industrial Area

<u>PRODUCTION:</u> 5000 three wheelers/year after 5 years

TOTAL INVESTMENT: Fixed assets: 6,87 million Lit (5,5 million US\$) Net Working Capital: 2,915 million Lit (1,4 million US\$

EQUITY/DFBT: 0.45 in 1994

<u>REVENUES</u>: 21,665 million Lit (17,3 million US\$)

TYPE OF CO-OPERATION: Joint Venture

TUNISIAN PROMOTER: SAT Group (STA Holding)

ITALIAN PROMOTER: PIAGGIO V.E. Pontedera (Italy)

EQUITY COMPOSITION: PIAGGIO Share: 35% SAT Group (STA Group) Share: 65%

RESULTS: BASE CASE: I.R.R. 23.23% Payback Period 5-6 years N.P.V. (@16%) 3,495 million Lit (2,8 million US\$) いむ メー・

# 1 EXECUTIVE SUMMARY AND CONCLUSIONS

Project Outline

The Project is a Joint Venture, promoted by an Italian and a Tunisian firm, with the purpose of setting-up and operating a factory for the production of three wheeler vehicles in Tunisia. ALL NEW JAR

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The final production output of the plant has been fixed at 5000 units (APE 501 and 601).

During the first 4 years an important part of the production will be re-imported by the Italian sponsor. This "buy back" will come to a complete stop at the end of the fifth year.

The production for the Maghreb and African market will gradually be developed along with the commercial network distribution and the nominal level will be reached only at the end of the fifth year.

Promoters

The Promoters of the Project are:

PIAGGIO HOLLAND Pontedera (Pisa)

SAT Group (STA HOLDING) Tunis

The SAT Group is a company of STA Holding, which is an integrated body active since early 1980 in various sectors: phosphate mining, goods transportation, tourist resort exploitation (hotels, restaurants, residential centers), industrial activity (three-wheeler assembly and commercialization).

The STA Holding is employing about 1.500 persons. It is a well-known and greatly appreciated Tunisian entrepreneur group and has established good working relations with many other firms in the Maghreb context.

Piaggio is a well known industrial firm, worldwide market leader in the three wheeler vehicle and scooter sectors.

The company has been producing transportation vehicles including airplanes - for over 40 years. PIAGGIO has a special position in the history of industry, having created innovative vehicles like the VESPA-scooter and the three-wheeler APE. A LARSE OF A STAR STARTER AND THE STARTER AND THE STARTER AND A STARTER AND A STARTER AND A STARTER AND A START

This last vehicle has been on the market for 30 years, undergoing several transformations.

#### Market

The results of the market survey carried out can be summarized as follows:

- The Main potential market for the SAT vehicle is represented by the Maghreb one. The Tunisian location of the SAT plant gives special advantages, such as a consistent import-tax reduction directly transferable to the final prices.

The market of transportation vehicles is dominated by the French pick-up vehicles (like Renault Express) followed by Japanese and other similar European vehicles.

The overall performance (especially for long-distance services) and the prices of these vehicles are very different compared with those of the future SAT vehicle.

No competition should arise, except for the transportation within urban areas in which the higher manoverability of APE could allow the effective transportation of loads of about 500 Kg. It is estimated that a quota of this market will be easily acquired by the smaller vehicle as well as an equivalent one represented by the end users that up to date did not buy an imported transportation vehicle for cost reasons.

The cheaper price should encourage vehicle's market penetration. It is reasonable to assume that after 5 years the Maghreb market shall account for 3.500 units/year; the remaning 1,500 will be exported to other African countries.

However the Tunis option has been preferred mainly because this town represents the main market in Tunisia for the SAT vehicle; the unification of the technical assistance shop and the production plant will be a key factor of efficiency.

#### Materials and Inputs

The production cycle is based on the assembly of semi-finished parts CKDs. The materials used for these components (steel sheets and pressed parts, plastics, rubber, etc.) are partially available in Tunisia or in other Maghreb Countries.

However not all the transformation processes are possible in Tunisia given the lack of suitable plants. The sheet deep-drawing of the front and rear panels and of other vehicle 「「「「「「「「「「」」」」」

components require an extremely high pressing-power, not available in Tunisia On the contrary, several other simple transformations and sub-manufacturing processes could be realized.

A specific research has been carried out (completing PIAGGIO's preliminary study) to identify potential local suppliers of materials and sub-components.

The result has been quite favourable demonstrating that 40 to 55% of the vehicle's parts (in value) could be supplied or manufactured in Tunisia. This high local integration makes it possible to benefit import tax reductions in all Maghreb Countries and to gain a higher stability in case of strong devaluation (Tunisian Dinars against Italian Lire).

#### Location

The town of Sousse, in which the painting plant of STIA is located, has been considered as an alternative to Tunis. This location should be the most rational from a production point of view.

Different alternative locations have been investigated by the Promoters in order to select the most suitable one for the Project.

Project Engineering

Within the battery limits of the factory all the facilities required for the production and operation will be installed, namely:

- Process plant machinery and equipment
- Production utilities and distribution equipment
- Offices and warehouses
- Other service facilities, such as roads and parking areas, entrance guard and fencing, etc.

The production process will be based on the technology developed by the Italian Promoter, PIAGGIO, who will also carry out the basic and detailed design and provide procurement services for the imported equipment.

The Tunisian Promoter – owner, among others, of the industrial building – will collaborate to supervise the implementation activities (civil works rehabilitation, supply and construction of locally available equipment).

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The total investment cost of the Project amounts to 6,876 million Lit. which 4,593 M US\$ are in foreign currency ( 67%) and 0.908 M US\$, corresponding to 0.840 M DT, are in local currency (33%).

# Plant Organization and Overhead Costs

Fixed factory costs foreseen during the production phase of the project to cover Maintenance and Repairs, Spare Parts, Factory Overheads, Administration and Marketing expenses, are estimated 16,800 million It lire equivalent to 13 M US\$., at full capacity operation.

#### Manpower

The Project will employ 120 units for the different activities of the Factory, for a total yearly cost of 446 million It lire (357,000 US\$).

#### Working Capital

The net working capital requirement for the financial operation of the Project amounts to 2,915 million It lire (1,4 million US\$) at full operation of the plant.

#### Implementation

Project implementation will require an estimated period of 6 months, including plant commissioning and performance tests.

During said period all the initial investments will be realized and the required financial sources should be activated.

The implementation phase has been divided into 5 periods: the first 4 periods are devoted to civil work completion and plant construction, while the last one foresees start-up activities (plant erection, start-up and performance tests). The last period falls in the first year of the production phase.

The total initial investments have been distributed among the implementation periods, according to the expected plan of activities.

#### Financing scheme

- The Project financing will be based on an Equity/Debt Ratio of 0.45.

<u>EQUITY</u> (4,000 million Lit = 3,2 million US\$)

- The Tunisian Promoter, STA Group, will subscribe 65% of the total equity, amounting to 2,600 million Lit. (equivalent to 2 million US\$).
- The Italian Promoter will participate to the Joint Venture with 1.400 million of Italian lire (1,2 million US\$ which represent 35% of total equity.

LOANS

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The following possible sources have been examined in the financial analysis (scenario 1 and scenario 2)

- Commercial Loan	
Amount:	3,376 million Lit (2,7 million US\$)
Interest rate:	11%
Amortization:	Constant yearly rates, lasting for 7 years
Grace period:	3 years from the last installment
- Loan from The Ita	lian Cooperation Fund to Tunisia

Amount:3,376 million Lit (2,7 million US\$)Interest rate:4.75%Amortization:Constant yearly rates, lasting for 5 yearsGrace periou:3 years from the last installment

#### Tax

According to the Tunisian legislation regulating the industrial activity income tax on company's profit are equal to **35%** on Gross Profits (Operating Margin, including Depreciation, less Cost of Finance) only for the sales on Maghreb Area. Exports toward Italy are tax-free.

#### Examined Cases

The following Cases have been analysed, utilizing the COMFAR Model.

BASE CASE: The integration degree of local suppliers has been assumed equal to 45% and the Tunisian suppliers cost equal to the corresponding one of Italian suppliers (ratio = 1). Two different loan sources have been considered: commercial loan (scenario 1); loan from Italian Cooperation (scenario 2). A DESCRIPTION OF THE OWNER OWNER OF THE OWNER OWNER

- CASE 1: The integration degree of Tunisian suppliers have been modified assuming 50% and 55%.
- CASE 2: The cost of Tunisian suppliers have been increased in respect to the corresponding Italian one (coefficient 1.2, 1.3, 1.4)

The following table reports the IRR values obtained: (%)

	Cegree of	integrati	on (%)
<u>Tun.Suppliers Cost</u> Ita.Suppliers Cost	45	50	55
1 > 1,20 1,40	23,20 17,50 11,40	23,20 16,70 9,20	23,20 15,90 7,20

The joint-venture between SAT an Piaggio is an extension of an already existing collaboration. For many years SAT has been the local distributor of the APE Piaggio three-wheeler.

The project foresees a first period (4 years), in which a large part of vehicles production will be exported to Italy. At the same time the distribution network inside Maghreb will be establishshed and sales are expected to progressively increase.

After the fourth year the exporting to Italy will be stopped and the entire production volume (about 5.000 vehicles) will be distributed in Maghreb and other African Countries.

The APE vehicle is a mature product on the European market but it should be appreciated on the African market, still for a long time. In fact this model, offering a good compromise between price and load capacity, has specific operational characteristics, like manoeuvrability in urban centers, particularly suitable for North African towns.

If this competitivity will not be maintained for the 15 years of project life, PIAGGIO has already planned the introduction of more advanced existing models. The corresponding investment would not be relevant also considering that the large part of the present equipment will be suitable for new product assembly lines. For this reason this product change has not been considered in the present evaluation, but a more detailed medium-term strategy should be recommended.

The market study has demonstrated that the foreseen sales could be performed only if 40% of global vehicle cost corresponds to local manufacturing. In fact trade agreements among Maghreb members established that import tax can be reduced, only if goods produced in a member country have a 40% local content.

Hence the crucial point of the project is the possibility of purchasing suitable components from local suppliers given that the direct SAT contribution, represented by the vehicle assembling, is rather poor.

In the present analysis this aspect has been analysed and two parameters have been assessed: technical quality of the supplying (including delivery time) and cost.

Several suppliers - representing different component categories - have been visited and called to submit a financial proposal.

At present only a few offers have been received, while others are arriving. The first answers seem to indicate that, even with the lower cost of manpower, the local supplying cost could still be higher than the Italian one, also as consequence of the particularly reduced production volume.

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From the side of the technical suitability the local suppliers have shown, on average, an acceptable capacity, but they undoubtedly need an initial technical assistance to optimize their product quality standard.

As generally observed in all vehicle-producing countries, a strict collaboration and technological transfer between component suppliers and vehicle manufacturers have to be established.

In Tunisia the Italian Sponsor, having the technical "know-how", <u>has to organize a detailed plan of actions for the suppliers qualifications</u>, training and quality monitoring.

The economic and financial analysis of the project carried out using UNIDO-COMFAR software - showed a positive profitability performance. However it has also been demonstrated that if the cost of the local suppliers, assumed equal to the corresponding Italian one in the base case, is increased by more than 40%, this could place the project in a non-profitable area.

Another crucial point arising from COMFAR analysis is the negative currency balance of the project. It should be stressed that the export to other Maghreb countries cannot generate foreign exchange earnings, due to specific agreements among member states.

This is not a specifically weak-point of this joint-venture. It is rather common for manufacturing projects, based on component imports and which do not re-export their products, to show a currency deficit. Nevertheless, the global country's currency-balance generally takes advantage due to the "import substitution" of the final products. However some recent experiences (STIA case) showed that a high devaluation of local currency is not completely absorbed by product price increase. Only high degrees of integration of local suppliers can assure a reasonable project stability. In the case of STIA, which had a 15% integration, the dinar devaluation placed the company in loss conditions obliging the vehicles production to be suspended.

This is another reason for which the mentioned Piaggio plan of technical assistance to local suppliers has to be carefully organized and carried out. This has to be considered an investment and not a cost for the project.

# 2 PROJECT BACKGROUND AND HISTORY

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The Project is a Joint Venture promoted by the following Tunisian and Italian Firms: SAT Group (STA Holding) and PIAGGIO.

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Purpose of the Joint Venture is to build-up a factory for the production of three wheeler vehicles in Tunisia, with sales targeted mainly in the Maghreb countries.

Two base-models will be produced APE production up to 1992) and APE 601 (100% after 1996). 501 (50% of

The APE 501 Model will be produced only for its re-importation on the Italian market, during the first years. . . . .

production:	Ine	Project	15	partially	export	oriented:	At	full
production.					Sales %			
	Tuni	sia			14			
	Othe	r Maghreb			56			
	Expo	rt			30			
					100			

Tunisia welcomes foreign investment and technology transfer.

The strategy for the industrial sector is based upon (i) Development of cooperation with foreign partner (joint-venture); (ii) efficient use of capital; (iii) improving infrastructural facilities; (iv) modernization and upgrading of technology; (v) restructuring of industry; and (vi) identification of thrust areas for export.

During the last years, the Government of Tunisia has fully reviewed the role of foreign investment in the economic development of the country, streamlining the procedures relating to foreign collaboration, investment, repartition of technology fees, with the main objective to promote a larger flow of foreign investment into the country. A number of important policy measures have been taken to sustain foreign investment. A special law for the industrial activity regulation was promulgated in 1987 (law n.87-51).

This law supports export-oriented projects with the following incentives:

- Full tax exemption of earnings;

- Unrestricted repatriation of profits;

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Even the industries that are not wholly export-oriented take advantage of this law with several incentives, such as the suspension of turnover tax on capital goods imported or purchased from local manufacturers and on services from local producers.

In this context SAT Group and PIAGGIO have been collaborating for many years in the final assembly and local marketing of APE Vehicles in Tunisia. At present operations are quite limited (about 100 vehicles sold yearly) and the expansion of the joint-venture with the transfer of a larger part of the manufacturing in a new shop of Tunis aims at decreasing production cost and obtaining the forseen import tax reduction in Maghreb Countries. As already reported this requires a local integration of at least 40 %.

Project success relies on the following crucial points:

- the actual market size;

- the quality and reliability of local suppliers.

These points have been considered as the main subjects of the foreseen pre-investment study.

Fidimi Consulting S.p.A. was selected by UNIDO and charged with the preparation of the requested feasibility study.

3 MARKET AND PLANT CAPACITY

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3.1 Introduction and Summary

#### 3.1.1 Maghreb Area (Junisia, Algeria, Marocco) - Overview

The passenger and transportation vehicle markets are characterised by specific aspects.

An increasing demand due to road network expansion and a shift towards European lifestyle standards.

However this is met by an insufficient vehicle offer, because of high purchasing costs (import duty) and the difficulty in obtaining the currency needed for import transactions. The used vehicle market is affected by the scarce availability of spare parts.

To overcome these problems vehicle assembly plants have been established (STIA in Tunisia, SMEIA, SAIDE, AUTO HALL in Marocco, FIAT project in Algeria). These however have encountered great difficulties owing to the 1985-88 economic recession suffered by the Maghreb countries and to the consequent devaluation of local currencies.

The main problem to be solved is the poor integration of local production - due to lack of a qualified sub-manufacturers of components - and the consequent strong dependency on importing CKDs in hard currencies.

#### 3.1.2 <u>Commercial Vehicle Market in the Maghreb Area</u>

It can be predicted that SAT's forthcoming activity in the sector of medium and small transportatio: vehicle: will be developed in the following scenario:

- at present French vehicles are market leaders (Renault Express, Peugeot 504, to a smaller extent Citroen C15, FIAT Fiorino, VW Transporter and Japanese models). The introduction of Japanese mini vans has been attempted several times without success, however <u>numerous initiatives are set to rise in the near future for their</u> <u>importation or local assembly</u>. Generally commercial vehicles are used on both urban and suburban routes.

Hereafter is a table summarizing the data collected in the various countries on sales, competition and prices.

Tunisia - Sales of Vehicles with a 500 kg max loading capacity

	1986	1987	1988	1989	1990	
- Local production	1.104	917	61	0	0	
- Imported vehicles	67	41	96	2.469	1.123	
	1.171	958	157	2.469	1.123	

The interruption of local production is a consequence of STIA's crisis. The production of PSA Group vehicles came to a stop in 1988.

The sales of vehicles with a 500-1250 kg loading capacity nearly tripled in 1990.

The circulating fleet with a 500 kg max loading capacity is estimated to be 15,000-20,000 units.

Algeria - Transportation Vehicle Sales (vehicles/year)

	1986	1987	1988	1989	1990	
<ul> <li>Imported vehicles</li> </ul>	24,056	12,489	8,425	n.a.	n.a.	

Most recent official statistics of ONS (Algerian National Statistics Office) refer to 1985 (those shown have been obtained from a French research study). Data is quite aggregate (among transportation vehicles are included trucks and buses). According to findings in Algeria it is estimated that the majority of transportation vehicles are classified by ONS as small and medium vehicles and that 1990 sales are rising. Said estimate can be made considering an average volume of sales of 8,000-10,000 units, of which 6,000-7,000 vehicles with a 1,500 kg loading capacity and 2,000-3,000 vehicles with a 500 kg loading capacity (the most popular category).

The transportation vehicle fleet is estimated at over 100,000 units.

Marocco - Sales of vehicles with a 1,200 -1,500 kg max loading capacity

	1986	1987	1988	1989 1990
- Local prod. vehicles	n.a.	2,245	2,509	2,971 3,214
- Imported vehicles	n.a.	118	28	109 153
	n.a.	2,364	2,537	3,080 3,367

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It is estimated that 1,500-2,000 vehicles with a 500-500 kg max loading capacity shall be sold in 1990 and that around 60,000 units shall be in circulation.

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3.1.3 <u>Competitors and Prices</u>

In the three countries certain similarities can be outlined as shown in the following table:

ALGERIA

MAROCCO

#### (competitors)

TUNISIA

Trasp. Capacity

Low	Renault Express Citroen Cl5 Suzuki Curry King Motor Maghreb Motor	Renault Express Citroen C15 Fiat Fiorino	Renault Express Renault 4F Renault Traffic Citroen C15 Dahiatsu S84 Suzuki Curry
High	Peugeot 504 Isuzu pick-up	Mazda B1600	Peugeot 504 Isuzu pick-up Mitsubishi K14

The Honda TN7, out of production since 1985, is quite popular in Marocco.

Besides the Japanese and European models, there are locally manufactured vehicles (King and Maghreb Motor). Despite extremely low prices they sell badly because of poor reliability and after sales service.

The selling price of new vechicles goes from 12,000-15,000 USD for those with a light loading capacity and over 15,000 USD for heavy ones.

In Tunisia technical assistance is quite aleatory. Purchasing practices are long and spare parts are rare, obtainable only on the black market and for brief periods of time. The situation in Algeria is just as gloomy. However this year dealers are starting to spring up, ensuring direct sales and assistance. The Maroccan situation is better.

As far as used vehicles are concerned, prices range according to age and efficiency. A Renault Express in good conditions can be purchased at 5,000 USD, which should be considered as a maximum reference price for the SAT vehicle.

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# 3.1.4 Sales Estimates in the Maghreb Area

In the three countries under examination the potential market for the APE can be divided as follows:

- an already existing market share of transportation vehicles with a 500 kg. max loading capacity that can be penetrated with low prices, short delivery times and reliable assistance;
- a market share composed of new users induced to purchase because of low prices and a better manoeuvrability of the vehicle on urban routes.

At the end of the commercial implementation phase (5 years), it is estimated that SAT will account for 30% of the actual market of vehicles with a 500 kg max loading capacity and for an equivalent share acquired among potential new consumers.

On the ground of these considerations the following estimates can be made:

Tunisia - 675 vehicles Algeria - 1,345 vehicles Marocco - 1,010 vehicles

Being the above rough estimates, they can be rounded off to: 700 for Tunisia, 1,000 for Algeria and 1,000 for Marocco. A more cautious estimate has been made for Algeria, given the lack of disaggregate data.

# 3.1.5 Sales Estimates on other African Markets

3.1.5.1 Libya

The Libian market of transportation vehicles accounts for over 30,000 units yearly and among the Maghreb countries it has the most potential. Japanese manufacturers are market leaders, controlling 90% of the transportation vehicle sector and almost entirely the passenger vehicle one (over 50,000 units/year). The lack of a specific marketing project makes the assumption of a reference figure quite difficult.

A minimum volume of 700 vehicles/year, equivalent to the Tunisia one, could be accepted.

#### 3.1.5.2 Other African Countries

Other African countries could be considered reference markets, with particular emphasis on the Arab and Middle East markets. Egypt (over 5,000 pick-ups sold in 1988) should be capable of absorbing several hundred units. With reference to the 16 African countries having authorised Piaggio dealers, an yearly average sale of 100 units per country can be assumed (over 1,500 units/year).

# 3.2 APE: The Product, Uses and Market Trends

3.2.1 <u>The Product</u>

APE, the commercial three wheeler vehicle manufactured by Piaggio, the most important specialized company in this field, was entirely developed at home in the early 60s.

In recent years the APE has undergone technical and aesthetical improvements. Current models with revised body and features, respect the original design: front wheel cabin joined to a small two wheel pick-up.

The vehicle is produced in various models: wide range of different engines and technical performances.

The "P.601", the model that would be produced in Tunisia and commercialised in Maghreb, is available in 7 different versions: chassis, pick-up, long pickup, dump truck, van, dump truck van and coach.

The APE P.601 has a single cylinder 2-stroke engine, connected to the gearbox and differential over the rear wheels. It is fuelled by low grade gasoline, and has an effective maximum horsepower of 10.28 HP at 5.000 r.p.m..

Other technical features include: a maximum loading capacity of 616 Kg (with an inner dimension of the platform in the standard pickup version of 1700x1400 mm), a maximum effective speed of 60 Km/h, and fuel consumption varying between 4.6 - 9 lt. per 100 km according to the different conditions in which it is used (load, speed, type of road, traffic).

The motor features some particularly interesting innovations such as separate lubrication and electric ignition.

It has been enlargered so as to allow utilization of the propeller at the lower r.p.m., with consequent reduction of wear on the mechanical parts and consumption.

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The "P.601" APE has steering-wheel and gearshift as in ordinary vehicles, instead of APE's traditional gearshift connected to the handle-shaped steering-wheel.

The motor is situated in the rear, ensuring silence and the total absence of vibrations in the cabin, which has room for two people.

The position of the barycentre, low and well in the rear, gives to the vehicle good stability and road-holding, even on slippery and muddy roads.

Standard equipment includes heating, electric starting, electric windshield wiper, cabin lighting, spare wheel (stored under the seat); the side air vents are larger, furnishing excellent ventilation inside the cabin.

# 3.2.2 Uses of APE and Market Trends

The possibilities of use are practically endless in the most varied sectors and under extremely different conditions.

The APE, thanks to its minimum bulk, to its great ease of steering and to a very low turning radius is a very practical and easy driving vehicle.

In Italy, where this vehicle is very common throughout the country, it is used for different purposes in a large part of the industrial and commercial sector, both in daily city and suburban traffic for short or middle range journeys.

Italy is the only important market for the three wheeler APE, presently absorbing the entire production of Piaggio (around 29,000 units per year); only a small number of three wheelers (around 1,000 units yearly) are sold abroad, especially in Germany, France and Portugal mainly to the public sector.

Although the APE wasn't particularly known abroad, in the seventies Piaggio joined forces with an Indian company for the production in India of the three wheeler.

After twenty years, the APE, in India,is still a very popular vehicle for both commercial and private purposes.

Considering Italy alone as a reference for the apparent demand of the vehicle, the market for three wheelers flourished from after the Second World War until the seventies.

The three wheeler was in fact the country's best-selling commercial vehicle, thanks both to its overall performance and its affordable price.

Despite the reduced market demand, the APE is still considered a good commercial vehicle with high performance standards, very competitive price and extreme versatility.

In fact up to 1988 Piaggio has been a market leader in the segment of commercial three wheelers with a loading capacity of up to I ton and in the last two years was surpassed only by Fiat, Piaggio's owner.

But nothwithstanding the fact that Piaggio is still a market leader, the Italian three wheeler market should be considered, at this point, mature.

# 3.2.3 Manufactures and Price

The manufacture of the three wheeler, as stated above, is concentrated in Italy by Piaggio and in a state owned-factory in India following a joint venture with the Italian company.

Japanese manufacturers, especially Suzuki, also designed a three wheeler for commercial purposes for the Far East market, but this model has been out of production for many years.

Other car or motorcycle manufacturers have for several years produced three wheelers, for example Moto Guzzi in Italy and Leyland in UK, with little success and poor results.

The price of the three wheelers produced by Piaggio varies according to the different models, from 3,500 US \$ for the 50 cc APE, to 9,000 lit for the largest model (prices not including V.A.T.).

Referring to the models that are expected to be manufactured in Tunisia, the APE "P.601" is now out of production in Italy. The similar "P.501" model at 4,700 US \$ could be considered (this last model being sheduled to be assembled in Tunisia and resold in Italy).

The three-wheeler vehicles are distributed throughout Italy by the network of Piaggio dealers, who in most cases provide after-sales service.

#### 3.3 APE Market Survey

#### 3.3.1 Profile of End User of APE

Below is a table of the average sales of APE in Italy, divided into user sectors.

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<u>Sectors</u>	APE <u>share</u>
<u>Sectors</u> Industry Delivery services Agriculture Food delivery Other delivery Street traders vendors Artisans Car alternative Public body Others	APE <u>share</u> 3.3% 1.6% 46.5% 9.0% 3.6% 8.5% 14.5% 6.4% 3.0% 3.5%

100.0% =====

Source: Piaggio

The table shows a very high concentration of consumers in the agriculture sector. This is evidence of the stability of the three wheeler even on muddy roads.

#### 3.3.2 Characteristics of the APE Market

The overall Italian vehicle market in the last year has suffered a decline in industrial production and in consumer demand. The same trend has been repeated for small commercial vehicles.

With regards to small commercial vehicles, this period of crisis has been caused by the reduction in the quantity of goods transported.

In the first half of 1991 there was a considerable market, whereas the second semester showed a slight revival of activity.

The end result of the year, however, showed a reduction of approximately 4%.

The most important decline in sales was in the three wheeler segment (Piaggio's leading area) with a reduction of 14.5%, followed by the van segment with a reduction of 8.5%.

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Only the minivan segment achieved good results with an 11.4% increase.

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Companies that introduced new vehicle models or large advertising campaigns have been well repaid.

Manufacturers with new vehicles include Volkswagen, who obtained an increase of 71%, while large advertising investment increased Nissan's sales by around 63%.

All other major European car manufacturers suffered from the market crisis experiencing consistent reduction in sales.

This scenario is not very positive for Piaggio either, altough the company improved its overall output in sales with the new commercial four wheeler model, the "POKER".

#### 3.3.3 <u>Competitors</u>

The APE could be classified into two categories: vehicles with a loading capacity of up to one ton, and vehicles with an overall weight of up to 3.5 tons.

As stated above, all the European and Japanese manufacturers are present in the commercial three-wheeler segment, notwithstanding its minor importance in the overall vehicle market.

Many models with different loading capacities have to be considered in this segment: vans, pickups and minivans.

The following table shows the results of the top fifteen models in the 1990/1991 period (up to October 1991):

Company	Mode]	Loading Capacity (1)	Units Sold (2)	Variation 1990/91 %	Market Share %	Market Position
Piaggio Fiat Piaggio Ford Ford Iveco Fiat Renault VW Iveco Fiat Nissan Piaggio	Fiorino APE 50 Ducato 14 APE TM P.703 Transit Transit 35.8 Ducato 10 Express Transporter 35/10 Ducato Maxi Vanette APE POKER Panda Van	3.5/4 2 14/16 7 9/13.6 15/20 15/17 7/13 4/6 7.5/10 17 17/19 8.2 8.5 3.1	9.964 8.517 6.880 6.843 6.132 6.126 6.098 5.141 4.973 4.912 4.337 4.089 3.079	-21,7 0,8 10,6 -19,8 -20,7 16,5 26,2 5,1 N.A. 118,5 -40,2 -20,4 99,4 N.A. -33,6	8,4 6,8 5,8 4,7 4,7 4,2 4,2 3,5 3,4 3,3 2,8 2,1 1,9	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
(	OTHERS		45.826	-2,7	37	
TOTAL MARI	KET		138.006	-2,9 ======		

(1) in 100 KG
(2) up to October 1991

Data: Piaggio

The most important vehicles to be considered are the VW Transporter, the Nissan Vanette and Trade, the Fiat Fiorino and Ducato, the Renault Express, and the Ford Transit.

The German and Japanese vehicles and Piaggio's APE POKER achieved the best market results.

Piaggio's three-wheelers maintained their strong position on account of two of the top five models.

Lastly considering the market trend for different classifications of vehicle, the large increase of the pick-up compared with the van should be noted.

3.4 APE in Tunisia

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3.4.1 <u>The APE market</u>

The APE vehicle is well-known by the private and public sectors in Tunis, even if the high price, discourages market penetration.

The total number of APE vehicles sold in the country could be estimated at approximately 1,000/1,500 units.

They are used in the garbage collection service carried out by the public department of Tunis, and for private in-city transportation of food and general goods.

The APE is not known in the suburbs where it is totally absent.

The APE drivers working in the city are satisfied with the vehicles, both for its loading capacity and for its technical performance.

The APE has been also appreciated by the manager of the garbage collection service of Tunis, who works with nearly fifty vehicles (of the total 100 bought) which has an average lifespan of 4 years.

The APE owners pointed out the following problems with the vehicle:

 bad door-closing system; frequent breakage of clutch cable; spark plugs requiring frequent substitution; oil leakage in some parts of the wheel trasmission; electric cable faults; gears not always working well (probably caused by bad driving);

very poor after sales service (this is considered very important);
lack of expert mechanics for engine repair.

Another problem pointed out by private consumers was the high cost of the vehicle and of spare parts.

In the south of the country the vehicle is not very popular, and only used by the Gabes local authority, while the private sector does not appear to know the APE and its versatility.

The south of Tunisia represents a good sales market both in the large agriculture sector and in the hotel and tourist sectors, that could be interested in the coach model.

# 3.4.2 <u>Consumption and Forecast</u>

The Tunisian automotive market is determined by a middle term economic plan, which fixes the ceiling of imported vehicles.

For this reason buying a vehicle in Tunisia is very difficult both for limited availability of vehicles (it is possible to wait up to 2 years for the keys) and relatively high price.

One other important point for Tunisian drivers is the lack of and the very high cost of spare parts, which in same cases are bought on the black market.

The APE segment in the country, taking into account the classifications of the customs office, could be considered in the following two categories:

commercial vehicles with a maximum loading capacity of 0.5 tons;
 commercial vehicles with a maximum loading capacity of 1.25 tons.

All vehicles in these two groups are imported, the state-owned car assembly plant Stia having stopped its activity in 1988 because of the very high cost of the vehicles produced (presently Stia assemble only lorries and coaches under licence from foreign companies).

In 1989 the Japanese company Isuzu joined with the US General Motors for the assembly of cars in Kihroun, and the first stock of commercial vehicles has been marketed in November 1991.

The overall commercial vehicle market appears to be on the rise despite the difficulties mentioned above.

Below are the figures relevant to the quantity of cars imported and produced in Tunisia from 1986 to 1990:

	1986	1987	1988	1989	1990
Up to 0.5 tons:					
Imported Local Production	67 1.104	41 917	96 61	2.469 0	1.123
Total:	1.171	958 ======	157 ======	2.469	1.123
From 0.5 to 1.25 to	ns:				
Imported Local Production	6.271 1.096	974 1.239	1.534 626	1.771 0	2.985 0
Total:	7.367	2.213	2.160	1.771	2.985

Source: Annuaire Tunisien de Statistique

Assuming that the APE can be marketed at a price consistently lower than the present one, and that over a middle term period non-stop commercial and distribution efforts are carried out, the following data can be estimated.

The potential local demand could amount to 500-600 units per year with a price of 5.000/6.000 US **\$**.

This forecast is confirmed by managers of the Tunisian company selling APE and by dealers of the sector.

With a higher price, sales forecasts are difficult, given the competition of the second hand market for the pick-up and the van (see also chapter 3.3.3).

3.4.3 <u>Price</u>

The production cost of the APE has been determined considering the cost of CKD components sourced from Italy and locally made.

The retail sales price also takes into account the profit margin of the distribution company, Jughurta Manutention, fixed at around 25%, and 17% of V.A.T.

Considering these factors the sales price could be estimated at 5.000/6.000 US \$, which represents a reasonable price for the vehicle's introduction into the country.

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The price of competitors' vehicles in Tunisia are shown in the following table:

Manufacturer	Model	Price US \$		
Peugeot	504	15.000/17.000		
Citroên	Cl5	10.000/12.000		
Renault	Express	12.000/13.000		
Isuzu	Pick-up	14.000/15.000		
Suzuki	Curry	9.000		
King Motor	King	8.000		
Maghreb Motor	Furgonett	7.000/8.000		

Source: Data compiled by Fidimi

Prices on the second hand market should also be considered with regards to two very old vehicles still in use: the Peugeot 404 and the Citroen Aquadiane, produced until 1988 by Stia.

For the former, taking into account the general condition of the car, the price varies from 5.000 to 8.000 US \$, while for the latter the price is around 5.000 US \$.

There is no second hand market for the other vehicles listed, as they are new models.

#### 3.4.4 Distribution

In Tunisia the sale of cars is organized by each company, based mainly in Tunis, while in other areas of the country the distribution network is poor.

Jugurtha Manutention, whose headquarters are in Tunis, should carry out, following the joint venture programmes, the distribution of the vehicles throughout the country, and should support the business with adequate after sales service.

Presently, however, the company doesn't have an adequate strategic plan for sales and distribution policy especially for the south of Tunisia. The possibility of joining FIAT for distribution seems unlikely.

Sales in the south should be supported by a heavy advertising campaign, as the vehicle is little known in this area.

#### 3.4.5 <u>Competition</u>

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As reported in the table of prices the competition considering the segments up to 1.5 tens of loading capacity is represented by the French companies, by the new company Isuzu and also by the two Tunisian companies.

The following table shows the features of the competitors:

Company	Mode]	Version	Loading capacity KGx100	Fuel Consumption x100 KM
Peuegeot	504	pickup	12-15	10
Citroën	C15	van	4.5	7-9
Renault	Express	van	4.5	7-9
Isuzu	Pick-up (1)	pickup	14-15	12
Suzuki	Curry	minivan	8	N.A.
King Motor	King	minivan	6	N.A.
Maghreb Motor	Furgonett	minivan	6	N.A.

(1) small model

Source: Data compiled by Fidimi

The Citroën and Renault models are similar vehicles with regards price, loading and driving performances.

Their distribution is organized directly by the company mainly in Tunis, and offers a satisfactory, but expensive, after sales service.

Peugeot and Isuzu should be considered in the higher part of the segment both for price and for loading capacity; the vehicles are used mainly for long range journeys.

Peugeot organizes their own distribution, while for Isuzu it is performed by General Motors, who also manage the distribution of others brands: Opel, Bedford and Volvo.

The direct competitors of APE are the models manufactured in Tunisia and the Suzuki Curry.

<u>Suzuki</u>

The Japanese company is represented in the country by a private dealer in Tunis, which is not well organized, and which imports the Curry from Egypt where it is manufactured.

The pickup is considered very expensive and the complete absence of spare parts is a well known fact.

# Tunisian Models

The King, a four wheel commercial vehicle, has been manufactured for two years (similar to the APE POKER).

Sales have been slow, only 50 units have been sold. Both public and private sectors are dissatisfied with the technological level of the domestic product.

Spare parts are difficult to find and the pickup displays many driving problems.

Maghreb Motor's commercial four wheeler has been a complete failure, because of the poor quality of the components.

Only a few units have been sold, and the company is no longer active.

The brochures of the Tunisian models have been enclosed.

#### 3.5 APE in Algeria

3.5.1 The Ape Market

Three wheeler vehicles are practically unknown in Algeria.

The most common light transportation vehicles are the Peugeot and Renault pick-ups (around 71 % of the whole vehicle fleet is represented by these two French companies).

More recently the Japanese pick-up Mazda reached a relevant position on the market. Fiat - Fiorino vehicles are also present.

It is very difficult to determine the exact size of this market and to analyse its structure.

Official data are not recent. The "Office National de Statistiques" (ONS) reports are dated 1984 and give only general information without details and figures per vehicle model.

Other sources as the Customs office or other bodies in charge of vehicle imports (ENDVP,AIV etc.) also offer aggregate data without any analytical sprayout.

Most official sources give incomplete and contradictory data, nontheless these are the only recent ones (1990).

Using also French estimates (Marchés Tropicaux), the following table has been compiled:

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# Transportation Vehicles Sales

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	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>
Imported vehicles	24.056	12.489	8.425	n.a.	n.a

The drop in sales after 1987 is the consequence of the hard economic crisis of Maghreb countries.

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# 3.5.2 Present Consumption and Forecast

Some unofficial sources confirm a stability of sales between 7.000 and 8.000 units in 1990. Others estimate this value between 8.000 and 10.000 units.

The potential market demand is higher than the present  $7.000 \setminus 9.000$  vehicles/year and the probability to reach past levels of 20.000 vehicles/year is linked to the economic revival of the country. Indeed an average sale of  $8.000 \setminus 10.000$  units in the next years could be a reasonable hypotesis.

The global transportation fleet could be estimated in 100.000 vehicles.

# 3.5.3 Price and Competition

The APE competitors have high prices (close to 20.000 US\$ for the Renault Express) due to the present import tax structure. The second hand market is however very active and the prices of used vehicles are the real point of reference.

This is also the consequence of a peculiar and efficient importing system existing in Algeria: the Algerian emigrants in Europe are allowed to buy foreign vehicles and to sell them in Algeria. No import tax is applied in this case.

This is generally done during the summer holidays when the emigrants come-back in Algeria with the same vehicle that will be sold. The income (in local currency) is let to their local families.

Similar privileges are also recognized to the former soldiers of the national liberation-war.

On the second-hand market a Renault Express in good revised conditions goes for 5,000 US\$.

#### 3.5.4 Distribution

Up to now the only source of distribution have been the official importing bodies. In this last month an important changement has been authorized: local vehicle distributors are opening their shops and dealing as in the rest of the world. Japanese distributors are already operative, others are opening.

3.6 APE in Morocco

3.6.1 Present Consumption

The Moroccan vehicle market is characterised by the Government policy which tends to favour a local manufacturing company, and liberalize imports, especially of second hand cars.

The import programme determines on an yearly basis the number and the models of cars coming from abread.

Marocco also has a very important and cheap spare parts market, compared with the other Maghreb countries.

The state-owned company Somaca has an yearly production capacity of 40.000 vehicles. The factory is presently working at a 25% production capacity.

Somaca assembles CKDs of important European companies such as Peugeot, Renault, Citroên, Opel and Fiat.

Referring to the small and medium sized commercial vehicles, the market trend shows the following figures for the period 1987-1990:

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Company	Model	1987	1988	1989	1990
Citroën Isuzu Mitsubishi Peugeot Renault Renault Renault	C15 KBD 26L K14 504 4F Trafic Express	608 0 1.018 270 350 0	738 314 0 772 295 68 322	912 429 0 664 156 452 358	1.134 71 115 822 64 563 445
Τα	otal	2.246	2.509	2.971	3.214

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# Imported commercial vehicles

Daihatsu Honda Suzuki	S 84L T N 7 Curry	46 7 65	22 0 6	34 1 74	82 71
	Total	118	28	109	153

Source: "A.M.I.C.A.", Association Marocaine Importers Constructeur Automobiles

#### The above table shows three different car categories:

 the first represented by medium-sized commercial vehicles like the Peugeot 504, Isuzu, Mitsubishi and Renault Trafic;

- the second, vans such as the Renault Express and 4F, and the Citroen C15;

 the third is the segment of small commercial vehicles, including the mini pick-ups of the Japanese companies, direct competitors of the APE.

The market trend shows for the van and large pick-up a steady increase in sales, while for the mini pick-up sales are very low, because of high prices.

However the fleet of mini pick-ups in the country is estimated to be around 10.000/15.000 units.

This is the result of the high sales, of the Honda TN7, around 1980, thanks to the lower price, about 4,000 US \$.

The general condition of these vehicles is not very good, but the mini pick-ups are widely used, especially in the city for delivery services, and offer good work performance. The effective forecast of this segment depends on the avalability of the vehicles (see point 3.5.4), and on the price range; however with these condition the market trend should be steady.

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3.6.2 <u>Price</u>

The key factor of the vehicle market is the price level, both for imported or locally manufactured vehicles and for the second hand market.

A comparative price assesstment of direct APE competitors reveals an average price of around 11,000/12,000 US \$, for the van and the mini pick-up.

On the second hand market, the Renault 4F and the Japanese mini pick-up go for around 5,000 US , though it varies greatly due to bargaining.

The second hand market is particularly developed thanks to the good price of spare parts and the good negotiation capacity of Moroccons.

3.6.3 <u>Distribution</u>

Distribution is organized, either by private dealers like Auto-Hall, the leader of commercial vehicles, or directly by the car companies themselves.

Follows a list of the dealers of the Japanese mini pick-up:

<u>Dealer</u>	<u>Brand</u>
VOLVO	SUZUK I
VOLKSWAGEN	DA I HATSU
HONDA	HONDA

With the exception of Honda, Japanese vehicles are represented in the country by European companies, with headquarters in Casablanca, and with sales agents in major Maroccan towns.

All dealers offer high quality after sales service and also handle the second hand car market.

Dealers pay for the vehicles only of the sale is made.

### 3.8.4 Competition

With particular reference to the mini pick-up segment, the following table shows some features of the APE competitors:

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Company	Model	Engine	Loading Capacity	Cabin	Whee i s	Delivery Time	Other
Honda	T N 7	4 stroke	850/1.000	2-3 person	4	-	-
Suzuki	Curry	4 stroke	850/1.000	2-3 person	4	-	-
Dahiatsu	S 84L	4 stroke	850/1.000	2-3 person	4	2 months	two years complete guarantee

All these vehicles are entirely manufactured abroad and imported into Morocco.

The total number of vehicles is divided as follows:

Honda	50%
Suzuki	40%
Dahiatsu	10%

### Honda

The company stopped sales in the country in 1985 and presently their vehicles are out of production. However the second hand market is particularly well developed.

### <u>Suzuki</u>

The Suzuki pick-up is presently not available in the country, as retailers are awaiting the local assembly of the vehicle (planned for 1993) at the Volvo assembly line which is presently not fully utilized.

### <u>Daihatsu</u>

The company offers good sales conditions. However the vehicle is expensive and there is a 2 month waiting list.

The two versions (pick-up and minivan) feature a very good loading capacity, low running and maintenance costs, and availability of spare parts.

This type of vehicle is greatly appreciated, and best suited for their needs. Preference is given to four-wheelers and japanese vehicles.

3.6.5 Forecast

In Morocco the three wheeler Piaggio is virtually unknown.

These impressions were confirmed by major auto dealers, who judged that the product would not be well accepted, and could only be marketable at a very low price around 3,500/4,000 US\$.

This price was estimated taking into account the price of second hand cars and of animal-drawn vehicles, still much in use in the countryside.

Worth consideration is the fact that in the future the APE could potentially replace old vehicles currently in circulation, having the same features.

However both consumers and dealers appear to be more interested in four wheelers, like the Japanese mini pick-up, sold at a price of around 6,000/6,500 US **\$**.

At this price the four wheeler could achieve good results, up to 1,000 units p.a.

However, the marketing policy for the product's introduction in Morocco should offer the same conditions as the Japanese: cheap and easily available spare parts, distribution chain, well-manufactured vehicle, low running and maintenance costs, and a warranty.

The sale in Morocco of a product manufactured in Tunisia should consider the following margins in addition to the production costs :

Transport	from Tunisia	15%
Insurance	on transport	5%
Margin to	importer	10%
Margin to	retailer	15%
V.A.T.		19%

### 4 MATERIALS AND INPUTS

### 4.1 Materials

The assembly of the APE vehicles is carried out starting from hundreds of components. In Attachment 3 a complete list of components is reported together with a few sketchs outlining the main parts and the assembly schemes. All these single components have to be purchased from external suppliers and then be assembled. Only a few number of finishing operations will be directly performed inside the shop. The main aim of the project is to use the highest quantity of locally manufactured components. In fact, to become an wholly exporting company, the assembled vehicles must have a 40% local content. i i i i

However this possibility has two limitations:

- a) certain parts (engine, gearbox,etc.) will have to be manufactured in Italy for technological and conveniency reasons (still existing);
- b) the real capacity of the local sub-contracting is at present rather limited.

The initial project foresaw the acquisition of components on the local market, counting for about 47 per cent of total product cost. After a closer on-site screening, carried out at the beginning of this study in collaboration with the Tunisian partner and API (the local Industrial Promotion Agency), the initial project was modified, for example, by eliminating those parts that presently could not be purchased in Tunisia (large-sized pressed drawn panels), thus lowering the integration content to 43.5%. After identifying other parts that could be manufactured in Tunisia, it has been estimated that the percentage of local supplies could reach 55% of total product cost.

The vehicle-painting is an important contribution to the local supply component. It will be carried out in the STIA shop in Sousse (the only one in the Country equipped with a painting tunnel). The costs deriving from the to-and-fro transportation of bodies to be painted at the STIA plant in Sousse are included in the contracted price for painting.

However it should be mentioned that to attain this result, quite useful to the economic plan, a rather large period of time will be necessary and PIAGGIO should envisage assisting potential local suppliers.

Said effort requires that PIAGGIO supervises the implementation activities to facilitate start-up operations and hasten local production in reaching full capacity and high quality standards.

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This will increase start-up costs but will slightly affect the firm's balance in the first year because it will be accounted in the initial investment and included in the fixed capital.

4.2 Utilities and Energy

The factory will purchase electric energy from the Electric Power Public network.

The water requirement will be obtained from the public network available on the Project's site.

The electric power requirements are connected to the specific equipment use; this mainly consists of spot welding units and other equipment for mechanical working also requiring suitable electric feeding. A total power of 6000 KW has been estimated.

At present in the ISOFRIGO shop electric power is supplied by a 630 kv transformation plant, linked to the public 30,000 V distribution network. The actual electric power production does not appear to be able to meet foreseen electrical input requirements of the production equipment, however this may be easily overcome by introducing some variations.

In the shop there exists a compressed air distribution facility with a 122 1/s capacity at 7 bar pressure, fed by 2 ATLAS/COPCO compressors (one stand-by).

Drinking water flows into an open circuit without any restrictions.

In relation to the future vehicle assembly, overall technical adjustments to plant engineering have been envisaged to allow the installation and operation of specific equipment, mainly consisting of complete assembly stations (frameworks, jigs, spot welders, etc.).

Considering the above, the described plant seems to be suitable for the project.

It is estimated that if 5,000 vehicles per year are assembled at full operational capacity, no problems should arise. On the other hand, there may be problems when transferring assembled bodies to the STIA plant in Sousse for painting. This will probably require paint touch-ups at the plant in Tunis and naturally good management logistics with regards to the to-and-fro movement from Tunis to Sousse and viceversa.

### 5 LOCATION AND SITE

At present SAT is importing APE CKD components from the Italian factory of PIAGGIO; assembly and body painting are performed at the STIA plant located in Sousse, some 150 km south-east of Tunis. The plant has been designed and once used to assemble CKD kits of the PSA Group vehicles. This activity was interrupted for economical reasons and was replaced with the assembly line of Renault and Volvo trucks.

The first site to be considered for the new plant location has been obviously the same STIA shop in which the present SAT lines could be easily expanded. This plant is the only one in Tunisia equipped with a painting tunnel (the same used for the PSA car finishing). Furthermore, due to the present reduced production, additional space is available for any expansion of the production lines.

However this option has not been confirmed and the industrial park of Tunis has been preferred.

This choice has been influenced by the possibility of having better productivity conditions and being close to main final market.

For many years the STIA shop has been running at very low productivity rates in respect to plant size and capacity. Manpower has been reduced but an overdimensioning is still existing with direct consequences on productive organisation.

It should be very difficult to have within the same production facility two distinct teams working with very different organizational schemes and productivity conditions.

A separate shop has been considered more appropriate.

Among the various site alternatives, the industrial park of Tunis seemed to be the most suitable given the excellent access infrastructures and existing utilities (water, electricity)

In addition Tunis represents the most important market for APE sales. Hence the proposed plant in Tunis is rightly located close to production, commerical and technical assistance structures.

The prospect of building new structures was excluded, given the availability of plant facilities in this park (for sale or rent).

The plant facility opted for presently belongs to ISOFRIGO, which is moving elsewhere and is therefore willing to sell or rent the plant. As reported by the partners, it will be purchased by the Tunisian partner and rented to the joint-venture.

The building has a ll m high bearing steel structure with an area of 3,000 sq.m.. It is divided into two 60 m. spans by a central row of columns; the lack of partitions assures good plant flexibility.

The total available area of the industrial factory is approximately 18,000 sq.m. with a total available covered area of 5,700 sq.m.. An adjacent area of approximately 5,000 sq.m. could be purchased, after which there do not seem to exist other expansion possibilities in the near future. The covered area of 2,100 sq.m. adjacent to the main building is used for offices and warehouses; on the first floor there are an additional 600 sq.m. for office use.

The non-built area accounts for about 12,000 sq.m. and shall have to be used for the construction of warehouses for the storage of components and finished products.

The total available area is sufficient to assure a good internal circulation of materials and products, taking into account foreseen production output.

Overall plant activity is presently limited to the availability of electric power supplied by a 630 kv transformation plant, linked to the 30,000 V state-owned industrial energy distribution network. The actual electric power production does not appear to be able to meet foreseen electrical input requirements of the production equipment, however this may be easily overcome by introducing some variations.

There exists a compressed air distribution facility with a 122 1/s capacity at 7 bar pressure, fed by 2 ATLAS/COPCO compressors (one stand-by).

Drinking water flows into an open circuit without any restrictions.

If this plant is chosen for vehicle assembly, overall technical adjustments to plant engineering will have to be envisaged, as well as the organisation and installation of specific equipment, mainly consisting of spot welders, equipped with specifically designed clamps and electrodes which could initially be supplied by Piaggio.

Considering the above, the described plant seems to be suitable for the project.

6 PROJECT ENGINEERING

6.1 Scope of the Project

The main objective of the Project is to build-up a factory for the production of Three wheeler vehicles in Tunisia.

The factory will be located in the industrial park of Tunis.

Within the battery limits of the factory all the facilities required for the production and operation will be installed, namely:

- Assembly plant machinery and equipment

- Production utilities and distribution equipment

- Offices, laboratories and warehouses
- Other services facilities such as roads and parking areas, entrance guard and fencing, etc.

The production process will be based on the know-how developed by the Italian Promoter, PIAGGIO V.E, who will also carry out the basic design and provide procurement services for the imported equipment.

The production capacity of the plant is estimated to be 5.000 vehicles/year. This value could be easily surpassed by increasing manpower and adopting an additional working shift.

The Tunisian Promoter - owner, among others, of the industrial building - will collaborate to supervise the implementation activities (civil works rehabilitation, supply and construction of locally available equipment).

Raw materials and other production inputs will be purchased in Italy and Tunisia. The acquisition of components and materials on the local market should be over 40 % of the vehicle cost.

Details on the technology, technology and engineering costs, equipment costs and civil engineering works are included in the following paragraphs.

### 6.2 Technology

The three-wheeler APE is being manufactured at the plant of Pontedera and the latest models APE 501 and APE 601 have reached peak levels of technological saturation with respect to product's end use and market demand. Besides a long-experimented production technology, there is the advantage that the required know-how can be readily transferred.

Moreover Piaggio boasts a significant experience in the setting-up of plant facilities abroad under licence, consequently oriented to establishing joint-venture operations with local partners.

From this standpoint the envisaged joint-venture with SAT of Tunisia, already a commercial partner of Piaggio, does not present difficulties in organising and transferring technical and technological equipment and know-how, in order to adequately equip the plant and provide the necessary support to start-up operations.

Production activity to be carried out in the plant of Tunis shall consist of:

- complete assembly of pick-up and chassis (welding)by using press-drawn parts, either sourced from Italy or locally made.

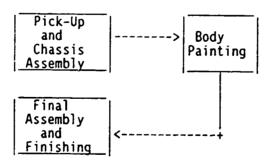
- final assembly of the vehicle and paint finishing

- testing and release of vehicles.

The painting of assembled vehicle bodies will be performed after the second step in the Sousse factory in the same plant designed for the PSA vehicle painting.

The three steps are outlined in following scheme:

### Tunis Plant Sousse Plant (STIA)



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The production organization is particularly important. All components and materials have to be stored inside or outside the factory. Appropriate areas for storage should be envisaged. An additional covered area of 600 sq.m. should be sufficient.

### 6.3 Technology and Engineering Costs

The production technology will be provided by the Italian promoter PIAGGIO. In particular the following issues will represent its specific contribution:

- design of specific plants and production means;

erection and start-up of the plant;

 production know-how transfer: personnel training - technical assistance - quality assurance and quality control procedures

Technical management of the production unit as well as the executive management of the whole joint-venture will be assured by PIAGGIO personnel.

The cost of the plant design has been included in the purchasing value.

The erection, start-up and technological transfer has been estimated in 395 million of Italian lire (316.000 US\$).

The cost of technical management will be accounted for on the joint-venture's yearly balances (98 million lire eq. to 125.000 US\$).

### 6.4 Equipment

The plant machinery and equipment required for the project has been assessed considering Piaggio's production assets in the Pontedera plant. A few modifications have been decided according to the different production conditions of the Tunis shop, but the type of equipment is basically the same of the Italian plant.

The main equipment list and relevant general specifications are indicated hereinafter, for the different sections of the project:

- Welding section

n. 43 of spot-welding units: the spot welders will be equipped with specifically designed clamps and electrodes which could initially be supplied by Piaggio.

Assembly section

n. some dozen sets of jigs & fixtures for component positioning and assembling

### AUXILIARY EQUIPMENT

Pressing moulds: these will remain in the Italian or Tunisian factories in which pressing operations will be performed according to production programmes.

Miscellaneous: current mechanical equipment for metal working and assembling

### 6.5 Civil Engineering Costs

The industrial complex, selected for the joint-venture production activity, is the former ISOFRIGO shop. It includes an industrial building (3,000 sq.m. covered area). Adjacent to the main building is another covered area of about 1,500 sq.m., used for warehouses and offices (ground floor) plus an additional 600 sq.m. (first floor) for office use. The unbuilt area surrounding the above described structures is equivalent to approximately 12,000 sq.m.

There is also another small portion of 5000 sq.m. with a 2-meter high wall enclosure, already proposed for the construction of a 60x20x11 m edifice.

Up to date this industrial complex has been used for the assembly of refigerating plants. The building structures require only a limited restructuring; the lay-out relevant to the production activity of the APE 501 and the APE 601 have to be adapted to this structure, hence plant facilities have to be redesigned.

The former ISOFRIGO factory will be purchased (the estimated value is 2.000 million It. lire - 1.6 million US\$) by the Tunisian sponsor and then rented to the joint-venture (70 million It lire/year - 56,000/year US\$).

di: V The engineering cost of building restructuring and general plants design are very limited and included in the general plants cost (about 10 % of the total eq. to 150 million It. lire - 120,000 US\$).

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### 7 PLANT ORGANISATION AND OVERHEAD COSTS

7.1 Implementation phase

The Tunisian Promoter will be fully involved in the Project implementation phase, in order to follow the activities, finalize all the formalities and obtain permits required to start production. ļ

Even if a final decision on "how to implement" the Project has not been reached yet, the most probable schedule is the following:

- a. The Italian sponsor will carry out the basic design and will provide the general specifications required for civil works and detailed production engineering.
- b. The Tunisian and the Italian sponsors will select a local engineering and construction Firm to perform the detailed engineering and to act as Main Contractor for the implementation of the Project.
- c. The Tunisian and the Italian sponsors will supervise the activities of the Main Contractor during the Plant construction Phase and will follow the research to select, test and eventually support or train the local suppliers with the aim to have a suitable quality at the beginning of the production phase.

The construction and erection cost of machinery and equipment has been included in the estimate of investment cost tables, as well as the costruction costs of civil works.

7.2 Production phase

For the Production Phase of the Project the following expenses have been taken into account:

- Parts from PIAGGIO
- Parts from Tunisian suppliers
- Painting by STIA
- Rejections (mat.)
- Consumables
- Power & Fuel
- Maintenance and Repairs External Services
- Administration (non Labour costs)
- Marketing (non Labour costs)
- Administration (Warranty)
- Leasing of pressing dies'
- Land & Buildings hire

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The relevant estimates, with particular reference to the first years of operation, have been based on PIAGGIO's direct experience in producing the same vehicles. Parameters have been taken with reference to the Pontedera industrial accounting system and adapted to the local conditions. Energy, water and labour costs have been re-estimated on the basis of industrial production parameters (reported in API special issues or gathered among Tunisian enterprises). A specific analysis has been carried out for the following:

### \* Parts from PIAGGIO

Several vehicle parts will be supplied by PIAGGIO including the engine and the suspension systems. Deep drawn parts and large drawn parts (front and rear panels, pick-up panels, etc.). as well as other small parts with a higher technology content are also included. This group of components corresponds to about 55 % of the total vehicle cost. A second classification will be prepared after the evaluation of several Tunisian supply offers (collection under way). It is estimated that the above mentioned percentage could be lowered to 45 % after a period of suitable assistance to the local suppliers.

\* Parts from Tunisian Suppliers

At first PIAGGIO estimated local integration on overall vehicle cost to be about 45 %. As above mentioned a second evaluation is under way which probably will allow an extension of this parameter to 55 %. The cost of each supplied component has been considered equivalent to the one of the correspondent Italian supplier. Most probably this assumption will be confirmed by the evaluation under completion. If on one hand the Tunisian labour-cost is lower than the Italian one, on the other hand productivity is also lower.

As far as the body painting performed at STIA is concerned, a specific price proposal of this company has been considered. The transportation cost (Tunis-Sousse-Tunis) has been calculated considering the use of trucks with trailers transporting 12 APE vehicles.

The variable industrial cost values per vehicle are summarized in the following:

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Parts from PIAGGIO 2.188 (for Tunisian Market) Parts from Tunisian suppliers 615 Painting by STIA 449 Rejections (mat.) 4 Consumables 19 Power & Fuel 59 Maintenance and Repairs 7 5 **External Services** Administration (Warranty)

ion (Warranty) 12

The other operational fixed costs have been determined as in the following:

### \* Administration and Marketing

Management will be handled by a PIAGGIO representative aided by 15 administrative staff. A total cost of 262 million It. lire has been accounted for (210,000 US\$). A yearly cost of about 300 million It. lire has been considered for marketing expenses (240,000 US\$).

### \* Leasing of pressing dies - Land & Building Rent

The land and building cost of the factory has been fixed at 70 million It lire (56,000 US\$) corresponding to 3.5 % of the current building value. A decreasing cost of dies leasing has been foreseen in the first 5 years, according to the following plan.

Years	1	2	3	4	5
Land & Build Dies Leasing	70 <u>125</u> 195	70 <u>125</u> 195	70 <u>80</u> 150	70 <u>80</u> 150	70 <u>80</u> 150

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8 MANPOWER

The Project will employ 120 units for the different activities of the Factory, according to the following scheme:

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	lst Year	2nd Year	<u>3rd Year</u>	4th Year	5thYear
Direct Workers		<u>_:</u>			
Welding of Chassis & Components	2	30	39	39	41
Vehicle Final Assembly & Test	8	36	47	47	50
a lest	10	66	86	86	91
Indirect workers	3	29	29	29	29
TOTAL DIRECT+INDIRECT (on shift)	18	95	115	115	120

The Factory management will be provided PIAGGIO, while the remaining staff and production manpower will be recruited directly by the Company.

In the area of the selected location, there is the availability of skilled labour, as well as of clerical staff and graduates, who can be adequately trained in the particular field of mechanical assembly.

The training of the production personnel will be provided by the Italian Sponsor during the implementation phase. Specific training will also be carried out under the supervision PIAGGIO's technicians at the start-up and during the first period of operation.

The relevant cost is included in the Pre-production Costs (for the expenses in local currency).

The Labour Cost has been calculated on the basis of the average yearly cost for the different categories, including gross salary, social costs, payroll taxes and other expenses to be naid by the Company.

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### 9 IMPLEMENTATION SCHEDULING

### 9.1 Investment Scheduling

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Project implementation will require an estimated 6-month period of time, including plant commissioning and performance tests.

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During said period all the initial investments will be realized and the required financial sources should be activated. The Total Investment Cost of the project is summarized in Table 9.1.

The implementation phase has been divided into five periods as in the following table:

- 1) PIAGGIO-SAT J.V. Feasibility Study
- 2) Technical Docum. Preparation
- 3) Local Supplying
  - \* Local Suppl.Selec.
  - \* Test of Components
  - \* Suppliers homolog.
  - \* Tech.Resolution/ Vehicle test
  - \* Tech.Assist.local suppl.
- 4) Production Means Instal.

5) Production Means Start-up.

The periods 2-4-5 will last 6 months and the corresponding operations will be carried out simultaneously. The third period will be completed 6 months later with the final technical assistance phase to local suppliers. In fact the integration with Tunisian suppliers will be developed progressively and will be completed 6 months after the production start-up. During this period components will be imported from Italian suppliers.

### INVESTMENT ITEMS vs COMFAR INPUT

Investment Item	Amount	COMFAR In	put
	( <u>M It.Lir</u>	e) <u>Heading Voice</u>	<u>Line no.</u>
Building rehabilit.	190	Land	13
General Plants	1.445	Structures & civil	15
Prod. & Aux. Equip.	4.296	Plant Mach. & Equip.	8,20 17
Erection	550	Incorp. Fixed Ass.	17
Start-up Cost	395	Incorp. Fixed Ass.	6,18
	6.876		

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### TABLE 9.1 SUMMARY OF THE INVESTMENT COST

			TC	JAT
	Italian L. (million)	Tunisian Din. <u>(thousand)</u>		-
I. Civil works				
* Building rehab.		99		
* Storage rehab.		<u> </u>	190	152
2. Mach.and Equip.				
* Hanging welding unit	5 196			
* Fixed welding units	225			
* Arc welding units	95			
* Boll welding units	90			
<ul> <li>Finishing box</li> </ul>	5			
* Weld.auxiliary equip	. 920			
* Miscellaneous	40			
	1.571		1.571	1.257
3. General Services				
* Air Compress. Statio	n 170			
* Weld.Un.CoolingSystem	n 200			
Oxygen + Acetylene	30			
• Oil tanks	30			
* Water network	35			
* Heating Plant	50			
* Off.Heat/Conditioning	30			
* Heating Network	100			
* En.,Ligth.,Tel.Netw.	750			
* Fire fighting system	50_			
	1.445		1.445	1.156
. Moulds				
* Moulds for steel	750			
* Moulds for plastic	1.600			
	2.350		2.350	1.880
. Niscellaneous	375		375	300
5. Erection		407	550	440
. Start-up expenses		292	395	316
		840	6.876	5.501

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### 10 FINANCIAL AND ECONOMIC EVALUATION

10.1 Investment Plan

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The partners foresee a construction period of less than one year. This time-frame is realistic considering that the site and the main building already exist and will be rented.

In the financial analysis the following hypothesis has been made:

- 30% of the investment in the second semester of 1992;

- 70% of the investment in the first semester of 1993.

The total investment is 6,876 million Lit (Italian Liras, equal to 5.5 million US\$ with 1 US\$ = 1,250 Lit). This amount does not include the net working capital.

The break-down of the investment costs is the following:

(thousand	ls Lit	)
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1992 1993 Total 2.semester 1.semester

Buildings/civil works	57,000	133,000	190,000
Incorporated fixed assets	830,000	1,936,000	2,765,000
Plant equipments	1,176,000	2,745,000	3,921,000
Pre-production expenditures	23,000	0	23,000
Total	2,086,169	4,814,000	6,900,000

Civil and engineering works are needed to adapt the rented space to the assembly line. They include a warehouse construction and other support facilities. The full amount is in local currency.

The incorporated fixed assets are the machineries and equipments supporting the assembly line such as air compressing system and other facilities. Plant equipment specifically refer to the assembly line and include several machineries.

The pre-production capital expenditures represent interest payments on the long-term loan during the construction period.

The hypothesis of days of minimum coverage to compute working capital requirements are in the COMFAR schedules in Attachment The minimum coverage for inventory of raw materials can be estimated to be 30 days considering the short distance from Livorno, the Italian port, and Tunis and the good port facilities of the latter. The resulting net working capital is 2,915 million Lit (1.4 million US\$), spread over five years. It is a significant amount equal to almost 50% of fixed investments. The assembly activity of semi-finished components explains this high percentage. In fact the low volume of products imposes to the suppliers to reduce the production of main parts in few batches each year. This means a significant inventory of raw materials (in the case of pre-transformed parts) and semifinished components.

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10.2 Source of Finance

The partners have estimated an investment cost of 6,876 million Lit. On the contrary this amount only represents the fixed investments. If loan interest payments during construction and the working capital requirements in the first year of operation are included, the total capital outlay for the proposed project rises to 7,571 million Lit.

The source of finance envisaged by the partners are 4,000 million Lit of equity and 3,376 million in long term debt. The rest would be covered by short term financing. The long-term debt has to be covered by suitable guarantees. The company's assets have a low cautionary value (plant and equipment usually are not accepted as guarantee). For this reason, additional share-holder guarantees have to be submitted by the sponsors to the financial institutions, in order to obtain access to credit. This goes beyond the objective of this study, but suitable negotiations should be activated with Banks during the implementation phase.

Two different scenarios have been appraised with COMFAR.

Scenario 1 (Sponsor's proposal): the above-mentioned sponsors' proposal finances all plant equipments and incorporated fixed assets with permanent capitals. The financing conditions are those of Tunisian commercial banks for loans in US \$, i.e. 11% interest rate, an 8-year repayment schedule with 2 year grace period for long term debt and 14% interest rate for overdraft.

Scenario 2: PIAGGIO would apply for a soft loan through the Italian Cooperation Fund to Tunisia. The financing conditions of the long-term loan are an interest rate of 4.75% (excluding the foreign exchange risk), a 10-year repayment schedule with 4-year grace period. The overdraft interest remains at 14%.

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### 10.3 Total Production Costs

As computed by COMFAR, the total production costs will amount to over 18,000 million Lit (14.4 million US\$) from 1997 when full production capacity is reached. The COMFAR schedules in Attachment give details of these costs.

The reported raw materials are actually parts and components imported from Piaggio or obtained from local suppliers. The partners have established preliminary contacts with local suppliers in order to reach from the outset a minimum of 40% of local content. This threshold is required to commercialize the three-wheelers in the Maghreb area benefiting of reduced import taxes. Also included in the raw materials are the painting of components sub-contracted to STIA 2, a local company.

The PIAGGIO's moulds used for the pressing of large panels will be leased to the joint venture. The proposed leasing plan (125 million Liras for the first two years and 80 million Liras for the remaining period) can considered acceptable.

COMFAR has computed the annual depreciation at 400 million Lit based on a depreciation time frame of 15 years for the assembly line and 20 years for incorporated fixed assets and for civil works.

### 10.4 Sales Revenues and Net Income Statement

As explained in Chapter 3, the joint-venture will assemble two models of APE Piaggio, i.e. MP601 and MP501. In the financial evaluation four products have been considered to distinguish the alternative commercialization policies devised to penetrate different markets.

The MP601 will be sold in Tunisia, in the Maghreb area and in other African countries. Piaggio will buy back the MP501. In the following table the forseen sale programme is reported:

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	(years)	1		2	3	4	5	
<u>Sales Quanti</u>	<u>ty (n.)</u>							
Tunisia Algeria Morocco Lybia Mauritania		200 50 80 30 0		450 400 500 300 50	600 500 850 600 70	700 800 920 650 80	700 1000 1000 700 100	
Other Africa		0		400	750	1250	1500	
Italy		500	1	650	1500	500	0	
Spare parts	(1)		40	18	0 2	240 2	.45 2	50
	TOTAL	900	3.	930	5.110	5.145	5.250	

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(1) Spare parts have been accounted as vehicle quotas

Different costs allocation and price policy have been decided according to PIAGGIO's accounting system. The following table summarizes the different Gross Contribution per unit.

(million Lit)	Variable Costs	Ex-work price	Gross Contribution
Products	per unit*	per unit	per unit
a. APE MP601 for Tunisia	3.358	4.319	0.960
b. APE MP601 for Maghreb	3.076	4.259	1.183
c. APE MP601 for other Afric	3.076 a	3.500	0.409
d. APE MP501 for Italy	2.706	2.709	0.000
<u>e. SPARE PARTS</u>	3.076	5.962	2.886

\* Labour costs are not included

Gross sales revenues are 21,666 million Lit (17,3 million US\$) at full production capacity of 5,000 units per year. In terms of foreign currency earning, only the units exported outside the Maghreb

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area produce a net inflow. In fact sales of local products within Maghreb are settled in local currency on the basis of trade compensation agreements among member countries.

In Scenario 1, the net income statement shows a gross loss in 1993 of 1,491 million Lit. The fixed costs component represents a heavy burden in 1993, the first year of operation with a capacity utilization of only 17.1%. In 1993 the resulting operating margin is negative.

The first gross profit is in 1994. In 1997, the fifth year of operation, the gross profit rises to over 3.500 million Lit. equal to 15% of total sales. The profit peaks only in 2001 where it is 17.4% of total sales. The main reason for this slow performance is that the project requires a relatively long period to attain full production capacity, namely five years. In 1993, first year of production, only 17.1% of the final production level is reached. This is due not to technical problems but to the need to establish a well-spread commercial network in the Maghreb.

In Scenario 2 the cost of finance is reduced with a quicker time frame of profit making. In absolute terms the yearly profitability of the joint-venture has not been significantly modified because the tax imposition (35% of gross profit) has pratically absorbed the resulting margin.

### 10.5 Cash Flow Tables and Projected Balance Sheet

The COMFAR cash-flow tables show that the project in Scenario 1 maintains a positive cummulated cash balance in each year, assuring a continuous operation program.

It should be, nevertheless, noticed that there is a constant cash deficit of foreign currency for the all project life. This deficit is more than offset by the cash surplus of local currency. In the event of local currency devaluation or imposed exchange restrictions, such cash structure could reduce the financial resources of the joint-venture.

Taking in consideration the cumulated net cash-flow (defined as net profit plus financial costs and depreciation), the project pay-back period is 5 years. This confirms the slow operational performance of the project.

In the projected balance sheet the dependence of the joint-venture on short term financing is at its peak in 1994 with an overdraft exposure of 2.433 million Lit. can be observed. If bank overdraft and current liabilities are summed up, they represent 42% of total liabilities in 1994.

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The new financial scheme in Scenario 2 reduces the project's reliance on short term financing. The overdraft is reduced to 2,317 million Lit from 3,359 million in Scenario 1 with a better distribution of total liabilities between short and long term components is therefore achieved.

### 10.6 Financial Ratios and Project Profitability

The total invested capital outlay is 6,900 million Lit. The equity is 4.000 million Lit., resulting in a satisfactory equity/total/debt ratio of 0.45 in the most critical year (1994).

From COMFAR cash-flow tables the debt service coverage ratio can be computed, i.e. the capability of the joint-venture to generate enough cash before tax to service repayment of principals and interests.

In Scenario 1 in 1996, the fourth year of production, the ratio is only 1.33. In 1997, first year of full capacity utilization, the ratio reaches a satisfactory value of 3.16.

In 1994, the ratio of current assets to current liabilities is 1.71 but falls down to 0.95 if the bank overdraft is included in the liabilities. In 1996, when the overdraft disappears, the ratio improves to a satisfactory 1.85.

All these liquidity ratios point to the risk that, in case of a fall in cash generation in the start-up period, the project could not meet the debt obligations from its own resources.

The break-even point of the project is reached with 50% of the production capacity in 1997. This low percentage is a sign of good operational performance of the project once it has reached full production capacity.

In terms of project profitability, COMFAR has computed the following values for Scenario 1 :

IRR	(Internal on Total	Rate of Return Investment)	23.2%

NPV (Net Present Value on 3.500 million Lit Total Investment at 16%)

IRR1 (Internal Rate of Return 28.55% on Equity)

NPV1 (Net Present Value on 4,000 million Lit on equity at 16%)

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From a strictly industrial point of view, these results appear quite good for an assembly activity. Besides the IRR of the project is higher than the current international financial interests in Tunisia making the joint-venture attracting to partners.

Scenario 2 improves the liquidity of the joint-venture. The first significant cash surplus is reached in 1996, one year before than in Scenario 1. The ratio of current assets to current liabilities (including in the latter the bank overdraft) improves and reaches a value of 1,03 already in 1994. It is 2.20 in 1996. The new financial scheme also reduce the risk that the joint-venture could not meet its debt service obligations.

Scenario 2 has the following cash-flow discounting results:

IRR	(Internal Rate of Return	23.04%
	on Total Investment)	

NPV (Net Present Value on 3,400 million Lit Total Investment at 16%) 1

- IRR1 (Internal Rate of Return 31.35% on Equity)
- NPV1 (Net Present Value on 4,600 million Lit on equity at 16%)
- 10.7 Sensitivity Analysis

The influence of two kinds of variables have been evaluated:

- <u>The integration degree of local supplier( $^1$ )</u> A 45% integration has been considered to be realistic. Further evaluations pointed out the possibility of raising this value up to 55%. However in the base-case a 40% value has been assumed.
- The ratio between the average cost of components locally supplied and the same ones purchased in Italy. In the base-case this ratio has been assumed equal to 1. Considering that the base shows a sufficiently high IRR (IRR = 23.2%), ratios inferior to 1 have been calculated. On the contrary only a coefficient of 1.2 has been applied to the Tunisian suppliers in all three hypotheses of integration degrees.

 $^{1}\mbox{The value of components locally supplied with respect to the whole vehicle cost.$ 

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Degree of integration (%)

<u>Fun.Suppliers_Cost</u> Ita.Suppliers_Cost	45	50	55
1	23,20	23,20	23,20
> 1,20	17,50	16,70	15,90
1,40	11,40	9,20	7,20

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**M**: 71 The results obtained show that when local integration is high, an IRR of 12% (just at the limit of acceptability) with cost ratios higher than 1.5.

Maintaining the degree of integration at 40% (the minimum required for the tax exemption is the Maghreb area), the IRR still remains acceptable also for 1.5 cost ratio.

Given the positive effect on project currency balance of high degrees of integration, it is demonstrated that the Tunisian suppliers cost should not exceed 1.2/1.3 times the Italian one to maintain reasonable profitability.

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### 11 PROJECT PROMOTERS

11.1 The Italian Sponsor

PIAGGIO is an Italian industrial company well-known world-wide as manufacturer of scooters and is leader in the sector of transportation three wheeler vehicles.

PIAGGIO has a long history of innovation and industrial records; "Vespa" - the first scooter - was designed on the basis of aereonautical know-how and technology about half a century ago. Aeronautical production still remains an important branch of PIAGGIO Group activity.

After the VESPA (still in production), the three wheeler vehicles (APE) gained a large success on the Italian market during the '60s. These vehicles have also been appreciated in other countries, especially on the Asian continent. In India they are very popular as taxi cabs.

APE vehicles have been in production during the '70s and '80s in Pontedera main factory, reaching a rate of 30.000 units/year.

The company has a large experience on foreign markets. Collaboration agreements have been established in India, Indonesia and many other countries for vehicle production and distribution.

At present PIAGGIO Group property is shared among Piaggio family members, Fiat owners and other private partners.

The company's management is dynamically transforming PIAGCIO's line of activity. Scooter production has been boosted with new models, (recently launched the SFERA Scooter) to counterbalance the Japanese penetration on world markets. At the same time collaboration agreements have been established with a Japanese firm for the production and distribution of transportation vehicles.

The Joint-venture project in Tunisia is part of a far-seeing strategical plan to penetrate the North African market.

The economic and financial performance during the last two years is positive as demonstrated by the following tables:

### PIAGGIO (Values in billions of Italian Liras)

<u>ASSETS</u>

### LIABILTIES

	1989	1990		<u>1989</u>	1990
Net Fixed Assets Shares Current Assests	147 50 357	144 59 437	Equity Reserves Net Profit	97 14	137 8 15
	 554		N-4 C 24 - 7		
	554	640	Net Capital	111	160
			Debts Long-term Liab. Current Liab.	46 126 271	58 139 283
				554	640
Turn-Over	777	874			
Net Profit	14,30	15,30			

### 11.2 The Tunisian Sponsor

SAT (Société d'Automobiles Triporteurs) is PIAGGIO's partner for the APE vehicles distribution in Tunisia since ... This company is a member of the STA HOLDING, a group of firms established by the ownwer Mr. Sta. The structure of this holding is represented in the following table:

STA HOLDING COMPANIES

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- GCN - Gr.Carrieres Nord - MAGHREB TRANSPORT - SAT (Scc.Aut.Triport.) - JUGURTHA MANUTENTION - SIG (Syst.Inf.Gest.) - TECHNICLIM - NAFRINVEST (N.Afr.Inv.) - JUGURTHA STUDIES - PROMOTOURISME	Mining production (8.000 t/day) National and International transp.(trucks) Three wheeler vehicles assembling and trade Maintenance, after sale service for SAT Computer Systems trading Air conditioners and home heaters trading Agro-industry Studies and Consulting Industrial Engineering Tourism Promotion
<ul> <li>PROMOTOURISME</li> </ul>	Tourism Promotion
- MEDASIA (Med./AsianCo.)	International Trade
- JUGURTHA Trad. Shipp.Co	International Shipping
- META (Magh.Electr.Aut.)	Electric Equipment Trading
- TUNISIE IMMOBILIERE	Land and Building sale and acquisition

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Other activities of the STA HOLDING include hotel trading (Hotel El KSAR in Sousse), agro-industry (oil refineries) and agriculture.

The economical and financial situation of the Group has not been investigated as no consolidated financial statement has been prepared. The group employs globally about 1,500 people. The specific data regarding SAT are reported in the table at the end of the paragraph.

The Tunisian partner is interested in developing the Group's activity in the industrial field. The Group's primary activity is well represented (mining, agriculture), as well as the service one (transportation, trade and engineering). The development of an industrial branch is consequently a factor of equilibrium and is on line with the present industrial development of Tunisia.

This could explain the high investment that the owner is going to finance directly or indirectly (65 % of the joint venture equity plus 2 million US for the industrial building acquisition). On the other hand the Group will receive an important technological and production know-how.

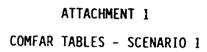
### <u>SAT (Values in millions of Italian liras)</u>

### ASSETS

### LIABILTIES

	1989	1990		<u>1989</u>	1990
Net Fixed Assets Inventory Current Assests	170 443 186	119 79 487	Equity Reserves	195 88	195 92
	 799		Net Capital	283	287
	, , , ,	000	Debts Net Profit	512 4	398
				 799	 685
Turn-Over Operative Margin Net Profit	385 105 6	448 49 5		, , , , , , , , , , , , , , , , , , , ,	005

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### Cashflow from operations

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Coint-venture #140010/541 in Tunisia --- 13.4.1592 

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Veint-venture FlA6610/SAT in Tunista --- 13.4.1952

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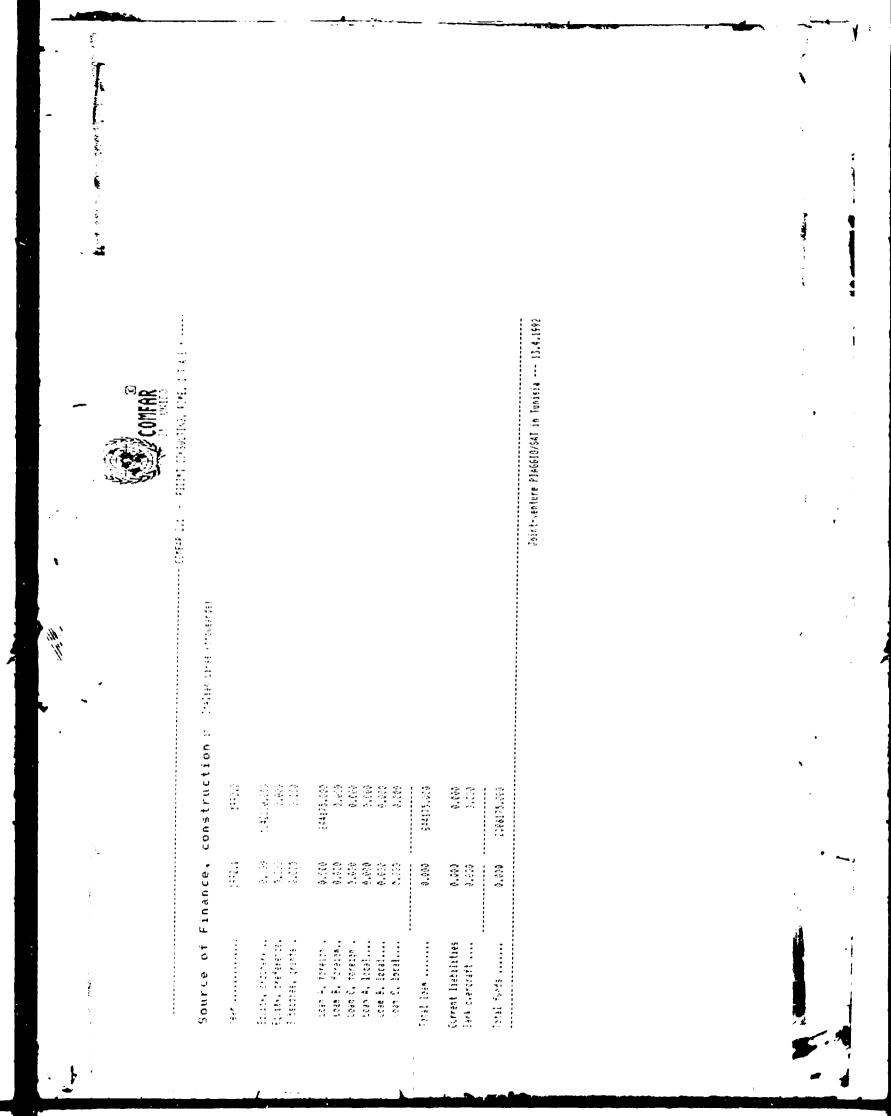
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Solat-venture Pla6613/5aF in Tunisia --- 13.4.1592

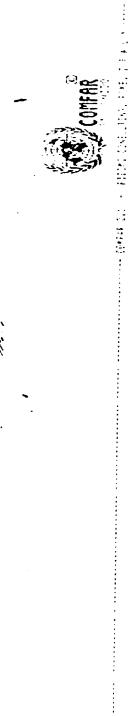
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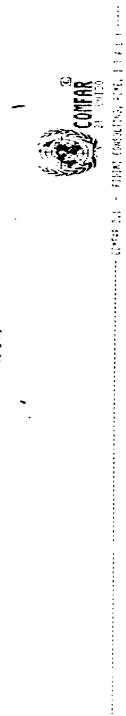
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## Cashflow tables, production to Helesumenteering

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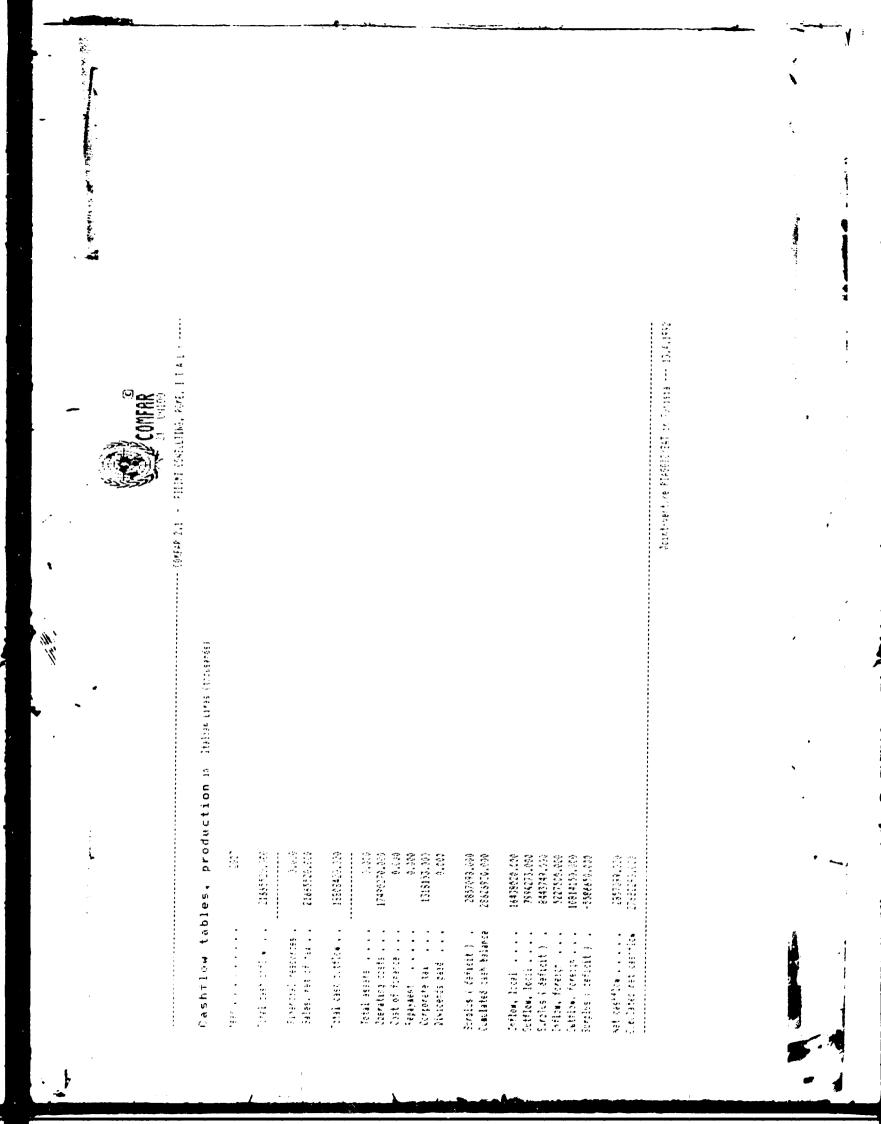
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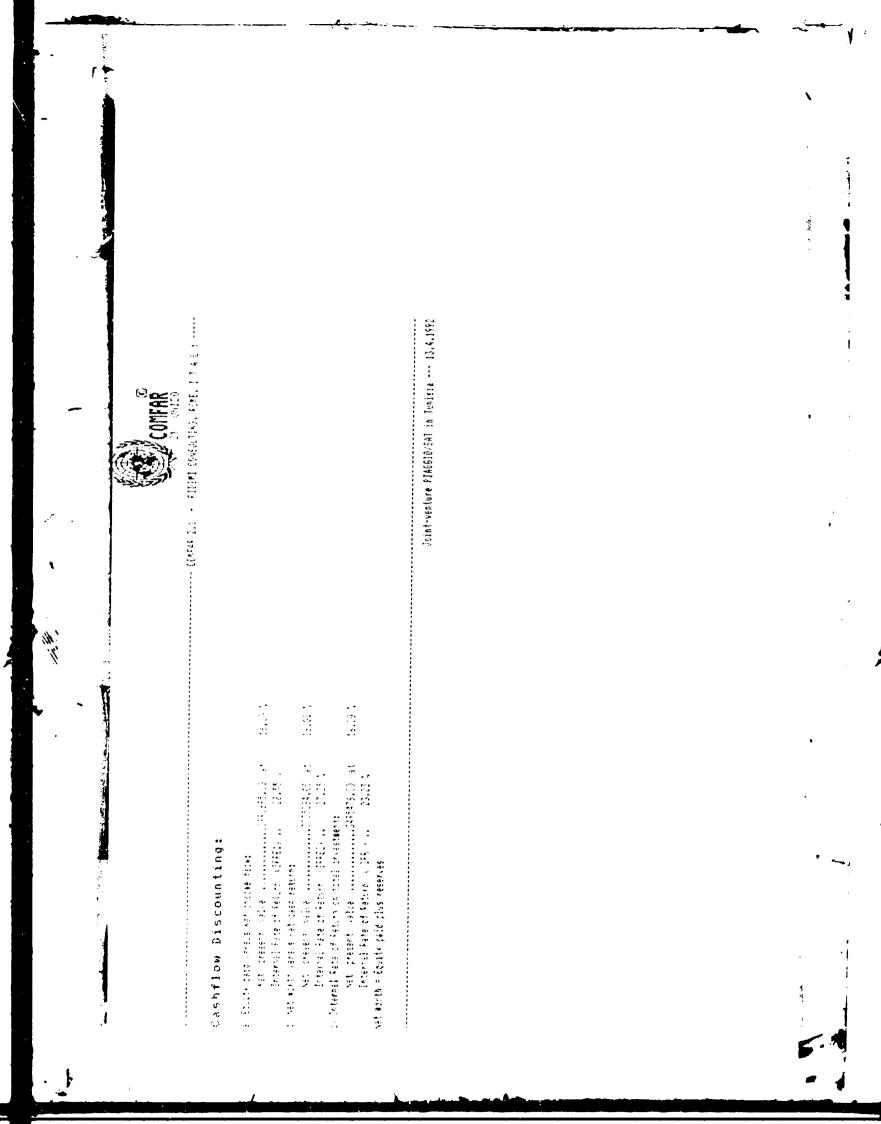
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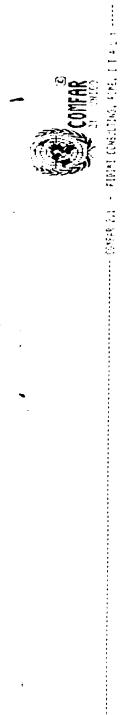
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Net Income Statement : Itilik investigation

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### Projected Balance Sheets, construction in Halies Lines (thereases)

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fear	1992.1	1352.2
	0.000	2086175.000
Fixed assets, net of depreciation		9,,,00
Construction in progress	0.000	2086015.000
Eurrent assets	9.000	2.000
Cash, bank	0.000	9,000
Cash surplus, finance available .	6.000	169.375
Loss carried forward	0.000	0.050
L355	0.000	0.000
Total laabilities	0.000	2025175.000
Equity capital	0.000	1242000.000
Reserves, retained profit	0.000	0.000
Frafit	0.000	0.000
Long and medium term debt	0.000	\$44175.000
Carrent Hiabilities	6.000	0.000
tank overdraft, fin 👘 🗧 Tred.	0.000	0.000
Total debt	0.000	844175.000
Equity, 2 of liabilit	0.000	59.335

Zoint-venture PIAGGIO/SAT in Tunisia --- 13.4.1992

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Equity capital	466369.000	400000.000	4066667.069	400000.000	60000005 40000005	40000000	400000.000
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Current liabilities	672265,300	[0:2344.00)	3967034.600	000.8102708	CV9.240591-	4198035, 600	4198065,000
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Projected Balance Sheets, Production P. Markane Construction

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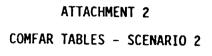
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Fised assets, net of decreciation	
Construction in progress (+ + + +	6409A
Construction in progress	7110192.305
Cash, bank	2860.195
Cash surplus, finance available .	
Loss carried forward	\$,00\$
	0.000
Total laabalities	26728180.000
Equity carital	4000000.000
Reserves, retained profit	
Frefit	2447999.000
Long and medium term debi	-0.125
Correct liabilities	4198065.000
Back overdraft, finance required.	C.000
Tatel cett	4158055.000
Ecuity, 2 of liabilities	10.873

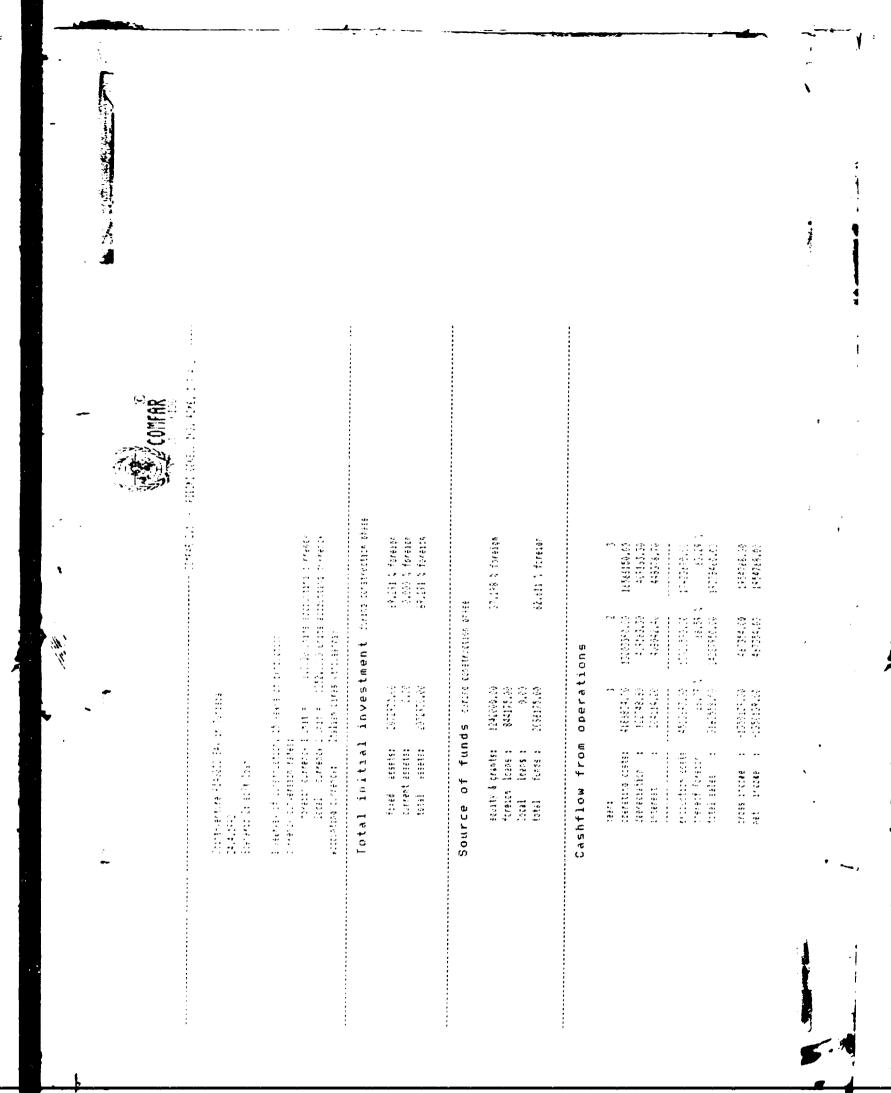
Joint-venture FIA0010/SAT in Terisia --- 13.4.1992



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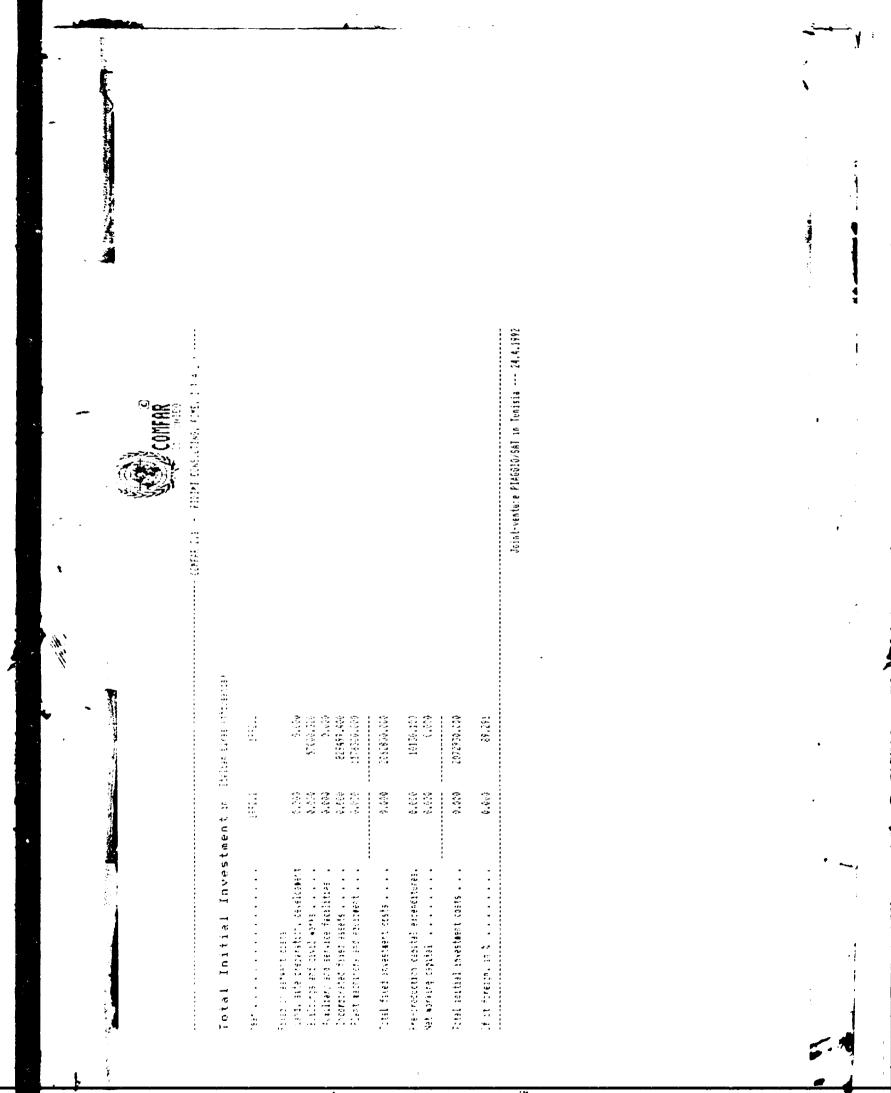
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Joint-venture Flkö610/551 in Turisia --- 24.4.1992

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Voint-venture F145610/541 in Tonisia --- 24,4,1962 

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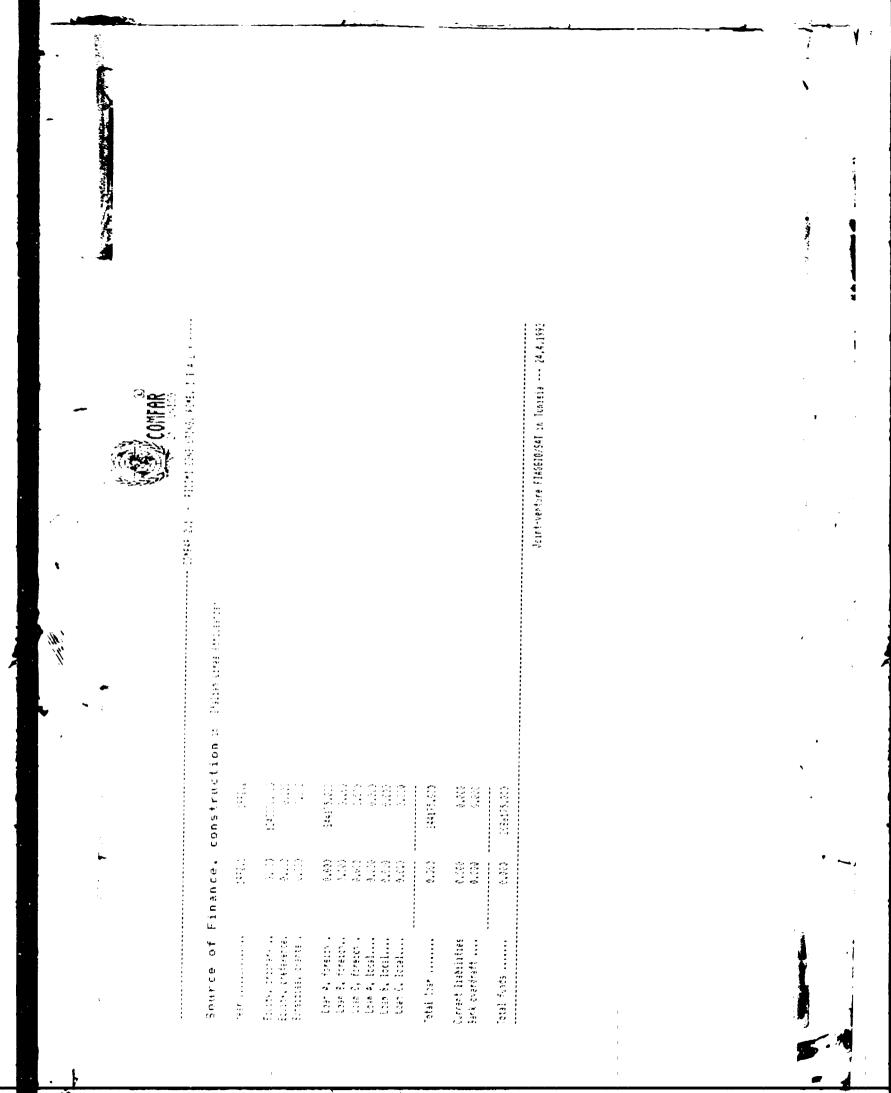
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Joint-venture flåbblu/Ski in Tunista --- 24,4,1992

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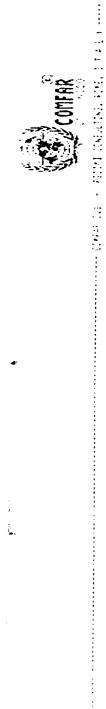
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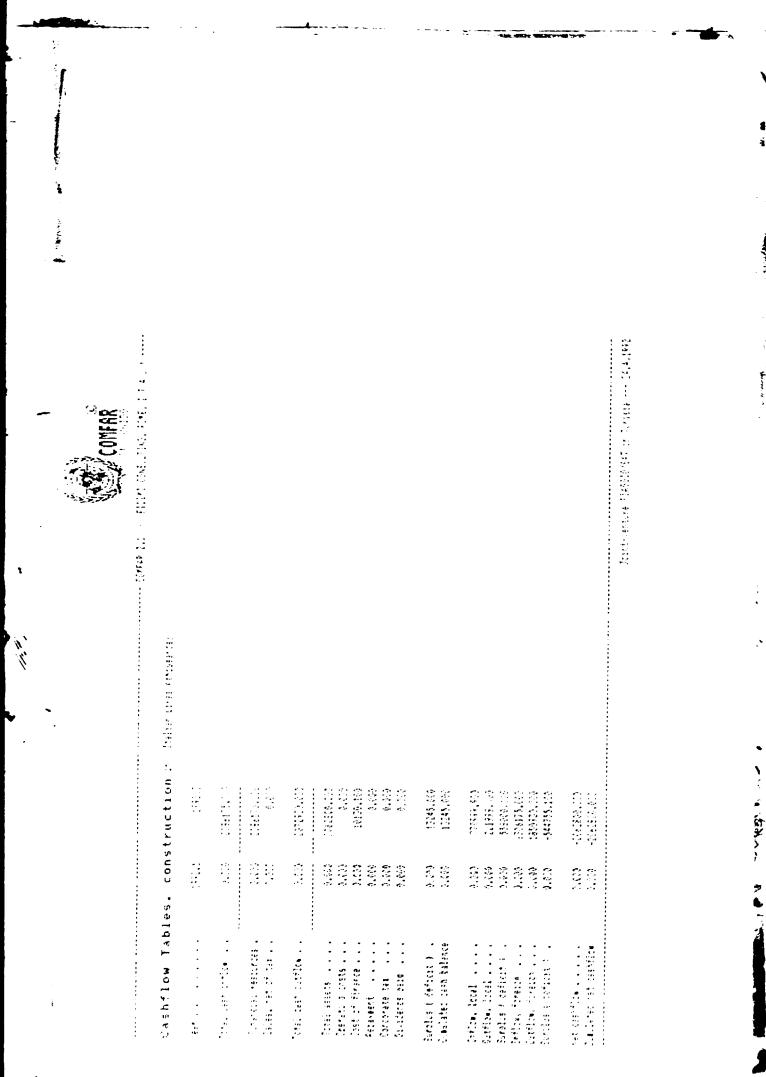
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	\$.69\$	(97467,5()	193733,900	1481297.000	3457150.000	\$464377.000	Total assets
17493270.(00	17490270.000	17490270.000	12014070.000	16556150.000	13363350.000	4156924,000	lieretine diete
125103.440	152048.605	1:2048.000	155355.260	449374.700	400042.400	204114.200	East of termine
522779.100	458835,100	0.010	271051.000	1774154.009	9.660	5.000	Repayment is a site of
1269754.600	1261414.000	1251414.000	1060727.000	0.000	5.900	9,64)	Concorate tex (),
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2244574.000	2252954.000	1573372.000	2034254.600	-828,000	-272.060	-936.000	Explais defacet ) .
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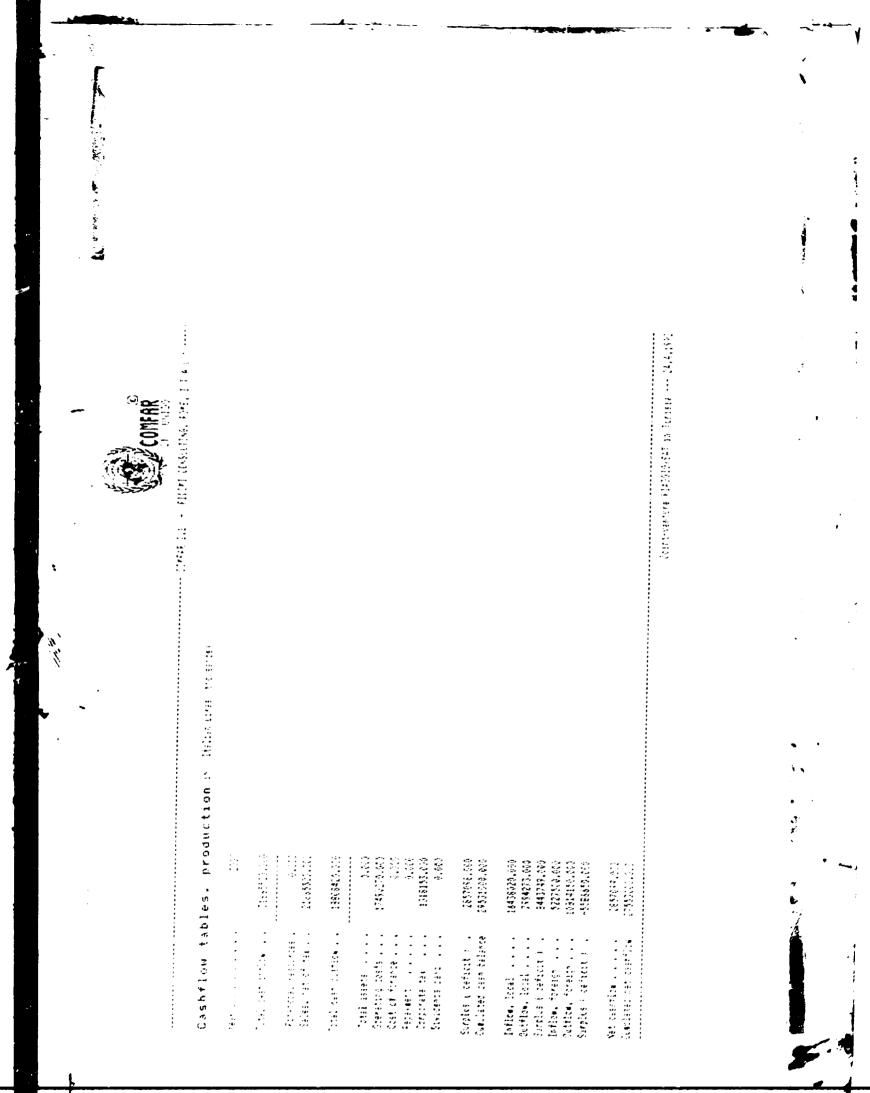
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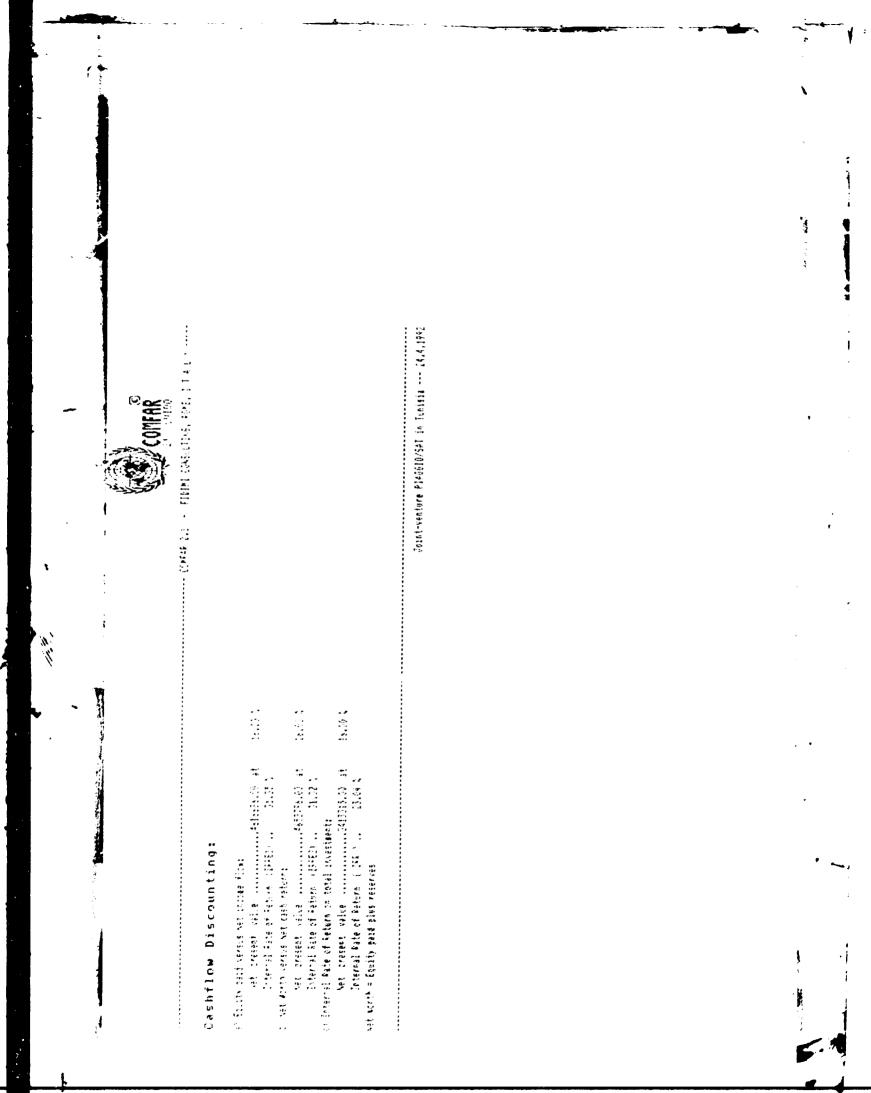
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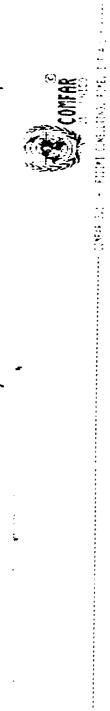
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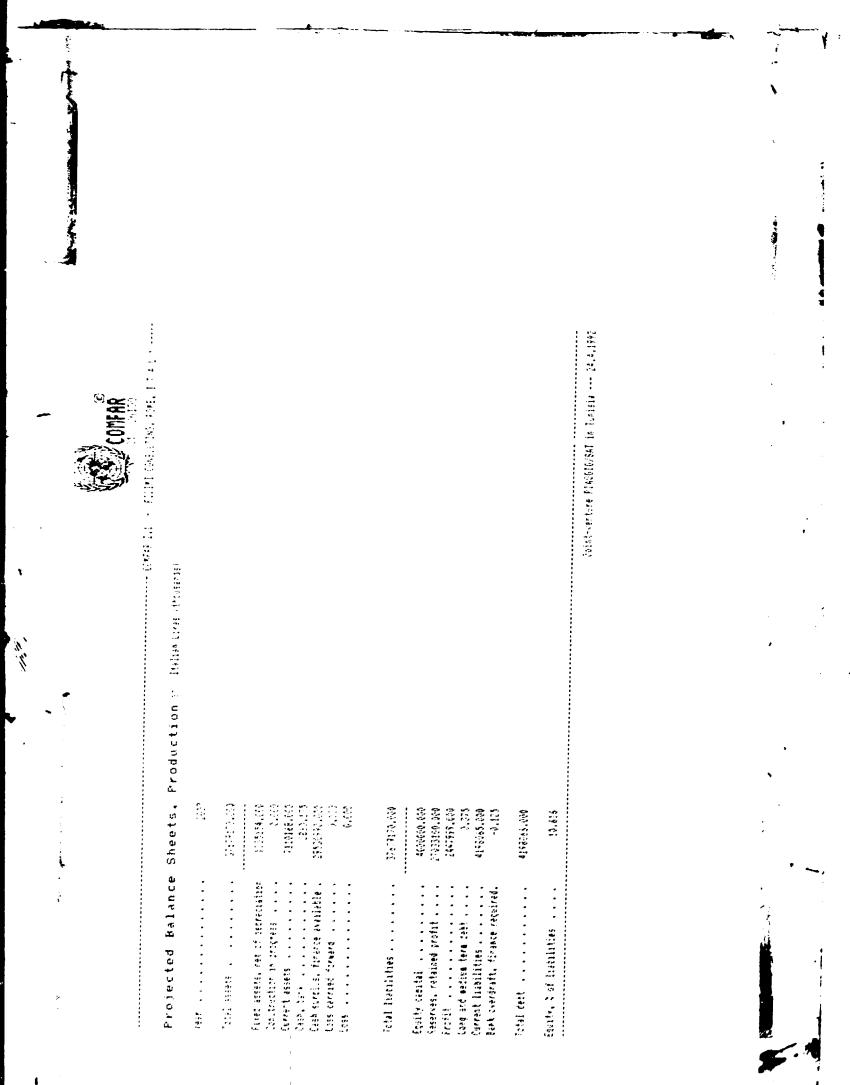
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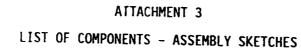
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	310 4	175974	CINGHIA RIT.PORTELLO	ISTRAP	E.000	erenner i
	1	r		1 IN CONTRACTOR	E E RARA E	A 7/2837 1
	323 4	182676	FLANCIA PORTA STRUA.	I /DASHBOARD	1.0000	0.365927
	• •	1	1		t toxes t	A 117172
	325 4	162853	ERUPPO CAVETTE	/CABLE HARNESS	1.0000	0.113525
	•	1 137170	E PACEFAUCH ANT	/NUDGUARD	1.0000	0.133080
	323 4	183138	FASAFANGO ANT.	1 AUAAAKA	110060	A*19990A
	1 341 1 4	190255	I TACCO CHIUSURA LONGH	T /ALUG	8.0000 (	0.011846
	1 403 1 4		1 BUSTA	/ /ENVELOPPE	1.0000	0.001382
		1 157226	I BUSTINA	/ENVELOPPE	1.0000	0.000171
	1 757   4	•	•		I 1.0000 I	0.110478
	1 712 1 4	1 122159	FARAFANSO POST DS.	I /R.H.REAR DZILLED RUDGUARD	1.0000 1	0.110428
	1 773 1 4	•	FARAFANSO POST SIN.	I /L.H.REAR DRILLED MUDGUARD	, ,	
	790 4	•	I GRUPPO CAVEITI	I /CARLE HAPNESS	1, 1.0000 ;	0.056719
	791   4	1 153025	I GRUFPO CAVEITI	/CABLE HARNESS	1. 1.0000	0.397074
•	811 4	185271	) CAVETTO COMPLETO	.   /CONPL.ELECTRIC CABLE	1.0000	0.010690
		1 144611	ALIFIIA AANFELA	. LAAN PIPPAINTA ANAPP	1	A+ATAA1A
	1 4 4 1 1	1 147644	an and as annot	) iAAAT P TITASTPAA		× ******
	812	85329	GR.CAV.CLACSON	) /CABLE HARNESS	1.0000	0.022334
	1	1	1	1		
	838 1 1	6344	I VETRO FISSO	1 /6LASS	[ 1.0000 ]	0.084091
	•	•			1.0000	0.070869
	833   4		E GHARNEZEONE	/PACKING		
	853 4		; VETPO DEFLETTOPE	J /GLASS	1.0000	0.133236
	85:   4		1 GUARNIZIONE POST.	/PACKENS	1.0000	0.003312
	855 4	1 163784	SUARNIZIONE	I /GA3XET	1.0000	0.003324
	1 885   4	1 143641	I VETRO FISSO	/5L453	1.0000	0.096091
	883 4	163653	GUATHIZIONE	/ PACKING	1.0000 (	0.070353
	903 4	163565	VETRO DEFLETTORE	/GLASS	1.0000	0,133236 1
	708 4	153782	E GUARNEZTONE POST.	/PACKING	1 1.0200 1	0.008812
	905 4	-	I GUARNIZIONE	1 /GASKET	1.0000	0.007524
	1 920 4	1 159377	I CAVO ELETTRICO COMPL	I /PENDIE CONTROL SWITCH CABLE	1.0000	0.007310
	•		LASTUCCIO PLEUSISILI	/FUSE HOLDER	1 1.0000 1	2.014125
	921 4		VALVOLA FUSIBILE 25A	1 /25A FUSE	1.0000	0.000737
	•		NASTRO & DIS. 187342	[ /STRIP	0.0380	0.000016
	924 4		TANPONE	/ /BUFFER	1 00000	0.002445
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	1 <u>202</u>   4 1 <u>222   4</u>	1 117102	· FORELLO	: /XND8 FOR LEVER		0.001571
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	231	113323	FONELLO PER LEVA	/ KNGE	1.0000	0.001560
	235   4	1 124405	TUSETTO	TWEE	4.0000	0.009756
	235 4	125522	1 MARSENTICE	, VEUSE HOLDER CLADP BOARD	1.0000	0.023515
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	245 4	125999	I IVBETTO ISOLANTE	/INSULATING TURE	•	0.000578
	256 4	1 127790	CANG ELETTRICO COMPL	TREMOTE CONTROL SVITCH CALLE	•	0.049324
	1 277 1 5	140007	ESSENSIALINA	! JUNCERTRAY	· · · ·	0.030343
	251 4	1 142424	E PARASPRUZZE	I /TUDGUARD SPLASH-S.	•	0.020375
	1 229 1 4	1 142652	I TUBETTO ISOLANTE	/INSULATING TUBE	• •	0.000472
	271 4	1 145293	I GEENSTATING SINISTRA	/PROTECTION	-	0.03378
	297 1 4	1 147475	I TAPPETO CABINA IN PV	I /FLGOR MAT	•	0.361150
	310 4	115914	CINGNIA RIL PORTELLO	/STRAP	2.0000	0.003685
	323 4	182676	I PLANCIA PORTA STRUN.	/DASH80ARD	1.0000	0.365927
	• •	I	ERUPPO CAVETTI	/ /CABLE HARNESS		
	325 4	182853	1			0.113520
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	1 790 1 4	152826	I CANALO CAVELLI	/ CABLE HARNESS		0.055719
	791   4	153925	I SAUPPO CAVETTI	E /CABLE HARNESS	1 1.0000	G.397074 ¦
•	811 4	185271	CAVEITO COMPLETO	.   /COMPL.ELECTRIC CAPLE	1.0000	0.010690
	812 4	185329	GR.CAV.CLACSON	I ICABLE MARNESS	1.0000	0.022334
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	838   1	14346	i vetro fisso	1 /GLASS	1.0000	0.086031 [
	835   4	1 163663	GUAPHIZIONE	/PACKING		0.070369
	853 1 4	163665	VETRO DEFLETTORE	/GLASS		2.133296 1
	851 4	1 163782	I GUAPHIZIONE POST.	J /PACKINS		0.003512
	855 4	1 163794	SUSANIZIONE	/GASXET		0.009324
	895 4	163561	VETRO FISSO	1 /5LASS		0.086091
	833   4	153653	SUARNIZIONE	/PACKINS		1.010863
	903 4	153565	VETED DEFLETTORE	/ JLASS	•	2.133296
1	901 1	163782	SUSENIZIONE POST.	/ /PACKINS	• •	0.008912
·	325 4	1 153784	SURSHISTONE	I /SASTET		0.007824
l	920 4	1 159377	I CAVE ELETTRICO COMPL	/RENOTE CONTROL SWITCH CABLE		0.007310
, I	921   4	1 194333	•	/FUSE HOLDER	•	.014126
1	722   4	1 157883	VALVOLA FUSIBILE 25A	1 /254 FUSE		1.000737
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H 248713 ; MONTAGGIO VEICOLO

1 4186082920 1 SIGILLANIE V84200

1 ALB608000 | MASIICE MS DIAMLE

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I A184425010 L CATAFORET.NERO

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E AIRSCHOOD & GRASSO I.P.AUTOGRILE & /IP ATHESIA L.L.GREASE

I CIESORCODO E GRASSO E.P.AUTOSRILO I /IP ATHESIA L.Z.GREASE

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5 119180 M.D.LEVETTA CON POMEL T /LABOUR LEVER WHIT KNOB

1.3 119926 - 1 M.O.LEVETTA CON POMEL 17 /LABOUR LEVER WHIT KNOB

1 125411 | LEVA COM RETROMARCIA | 1 /REV GEAR CONT LEV

1.5 117676 - 1 M.O. PARASOLE COMPLETO - 1 /LABOUR SUN VISOR -

S 145393 | M.O.CONVOGLIATORE COM | /LABOUR CONVETOR

ALESOTIAND | ADESIVE MELLO ALAS 1 | /ADHESIVE .

S 118436 I M.O. SERBATOIC COMPLET | /LABOUR COMPLETE FUEL TANK

1 177903 | DISCO P GANAS CON P 1 /L.H. BRAKE JAVS PLATE ASSY

A 185090000 1 GEASSO I.P. AUTOGELLE | /IP ATHESTA L.Z. SPEASE 5 107056 M.C. CLAFRAMMA F /LABOUR DIAPHPAGM

1 5 136397 | M.O.SOSPENSIONE ANTER | /LABOUR COMPLETE FRONT SUSPENSION

I S 140246 | M.O.COMPLISOSPIPOSTER | /LABOUR COMPLETE REAR SUSPENSION

PISCO P GANAS CON P | /R.H.BRAKE JAVS PLATE ASSY

TPIANSOLD SIN. SOSP. C | /REAR WHEEL SUPPORT L.H.ASSY

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ESCRIFTION (English)

1 /VERIGLE ASSEMBLING

ADHESIVE VS4200

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| /DOPE ADHESIVE SSS

I /DOPE ADHESIVE 555

I /DOPE ADHESIVE 555

| /REAR ELENENT

: /VASH PRIMER

: /CATAPHORETIC

I /FUEL TANK ASSY

| /ANTI-RUST

/THINNER 11202

/BLACK ANTI-RUST F/152

/ /BLACK ANTI-RUST F/152

I /THREETLE PEDAL ASSY

H.O. TETANGOLO STN. COM 1 /LABOUR REAR WHEEL SUPPORT L.H. COMP | 1.0000 [

I M.O. TRIANGOLO DS. COMP : /LABOUR REAR WHEEL SUPPOPT R.H. COMP [ 1.0000 ;

I /LIGHT BLEU TOP COAT PAINT PB/11

: /BATTERY

/RHODORSIL GREASE

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		No.	DENGNINATIONS	DESCRIPTION	E QLEY I	PARE ROPAL
			: ( italian )	( English )	:	PERCENTAGE
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102			E SCOLEHE	1 /64 FU3E	5.0000	0.034561
100			CAPPYOOLG	/CAP	1 2.0097 H	
125 ,	1		E M.C. 14990 SERSAICID	1 JUASOUR FUEL TANK PLUE	1 1.0000 1	
129		20126	E FANNELLO	: /PANEL	1.0000	
126 1	Ł	187804000	E CALEA METALLICA 8620-	I /EARTH BRAID BS205	0.0050	
131 ]	:	54594	I TAPPO SERBATGIO	FUEL TANK PLUS	1.9000	
132 :			1 F022ETT0	1/000	1 1.0000 :	
133-1	2	56719	LINGUETTA	I VELADE		
124 3		1 55711		/007	1.0000 i	0.002723
155 1	2	103337	I CAVETTE ELETTRICO	CABLE	1.0000	0.001914
161 -	4		TURETTO		2.0000 ;	
152 1	Ł		TUBETTO ISOLANTE		1.0000	
147			TRASPARENTE	! /INSULATING TUTE   /SCREEN	1.0000 (	0.005461
174	±		I VETRO		1.0000	0.034055
175 1	1		I GUARNIZIONE	I /VINDSCREEN GLASS	1.0000 [	0.557775
195 1			I TUEETTO		1.0000	0.18313j
175 1	4 1		I TUBO BENZIKA		14.0000 1	
197					i 1.0000	
			I PARASPRUZZI	/SPLUSH-GUARD	I.0000 j	0.029623
235	4 1			I /CABLE	2.0000 ;	
215	4			/XNOB FOR LEVER	1.0000	0.001757
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230 į			TUSETTO ISOLANTE	· · · · · · · · · · · · · · · · · · ·	2.0000 1	0.000649
233 1	4				1.0000	0.233075
253		140007 1	GREMBIALINA		1.0000	0.034534
39 I.	2 1	142424 1	PARASPRUZZI		2.0000	0.021769
25 <i>:</i>	4 ;	142655			1.0000	
244	4				1.0000 }	0.000530 1
245	4 1	145293 1	CAVO ELETTR.COMPLETO EPENSIALINA SINISTRA TAPPETO CABINA IN PVC.	/PROJECTION		0.050635
270	4 1	145474	TAPPETO CABINA IN PVC.	/CAPPET.	1.0000 1	0.038155 (
235	4 1	175274 1	CINGHIA RIT. PORTELLO	100000	1.0000 1	0.413681
					2.0000	0.005354
275 1	4	187150		· · · · · · · · · · · · · · · · · · ·	1.0000 [	0.234275
295	4			A N BEAD BOTIERA MURAHARA	1.0000	
122	4	•		/L.H.REAR DRILLED MUCGUARD		0.124227 }
01	4		,	CABLE HARNESS	1.0000 1	0.347135
07 1	4			/CABLE HARNESS	1.0000	6.155739
· ·			PARAFANGO ANT.	FRONT HUDGUARD	1.0000 (	0.155511 (
14	4 1		TAPPO CHIUSURA LONGHER		6.0000 j	0.013238
15	4 1		•	/ENVELOPPE	1.0000	9.001552
95	4			/CABLE HARNESS	1.0000 (	0.033431 1
76	4	157225	,	/ENVELOPPE	1.0009	2.000197 1
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27	4			/H.T.CABLE	1.0000 1	0.048214 1
57 1	•			junii	1.0000 ;	v
51	4			/PACKING	1.0000	9.079195
65	4 }	163665	VETRO DEFLETTORE	/6LA35	1.0000	0.149587
56	4	153782	SUARNIZIONE POST.	/FACKING	1.0000 [	1 666600.0
57 🕴 🤄	4 1			/SASAET -, -	1.0000 }	0.011032
m j	4 1			/SLASS	1.0000	
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17	4			/GASKET	1.0000 [	0.009896
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1.1			CCCREATES.		- ACTES PLATE POLICE		1.000	-
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255 1	3	140007-1	ELEMENTE POST (TENUES)		THERE ELEMENT		1.0000	0.017655
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325	-		PIASTRINS		-			0.000575
207 1	•		SELLETIA		VERKOET	÷	1.0000 (	0.0000004 :
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	7 3		FAYFILG		ADJUSTER SCREW	i	1.0000 ×	0.017365 1
343 1			SU4EN1710N2	i	/PACKINS	•	1.0002 1	0.002553 (
337	2	•	FARASOLE	I	/BUX SOREEN	i	1.0000 1	0.039772 -
200 i	2		TUSO DE SELATO	ł	\PICE	;	1.0000 1	0.001052 [
401 1	7 1		SERBATOTO CON F.T.	I	FUEL TANK ASSY	÷	1.0000 1	0.655471 P
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: : :	7 1	14129-1-1	аттарор темерит рет	ŗ	JENEFER ATTACHNEN:	:	1.0000	0.141310
143 1	2	117125-2-8	CONTELLO COMPL	!	/COMPLIENGINE INSPECTIOUCE	t	1.0010	9.525451 8
812 E	2 i	222033-1-1			VENGINE SUPP	:		1.345297
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917 1	3 ;	1:0727 1	ATTACCO PER RETE.	i			2.9900 :	0.005285
715 1							1.0020	0.111545
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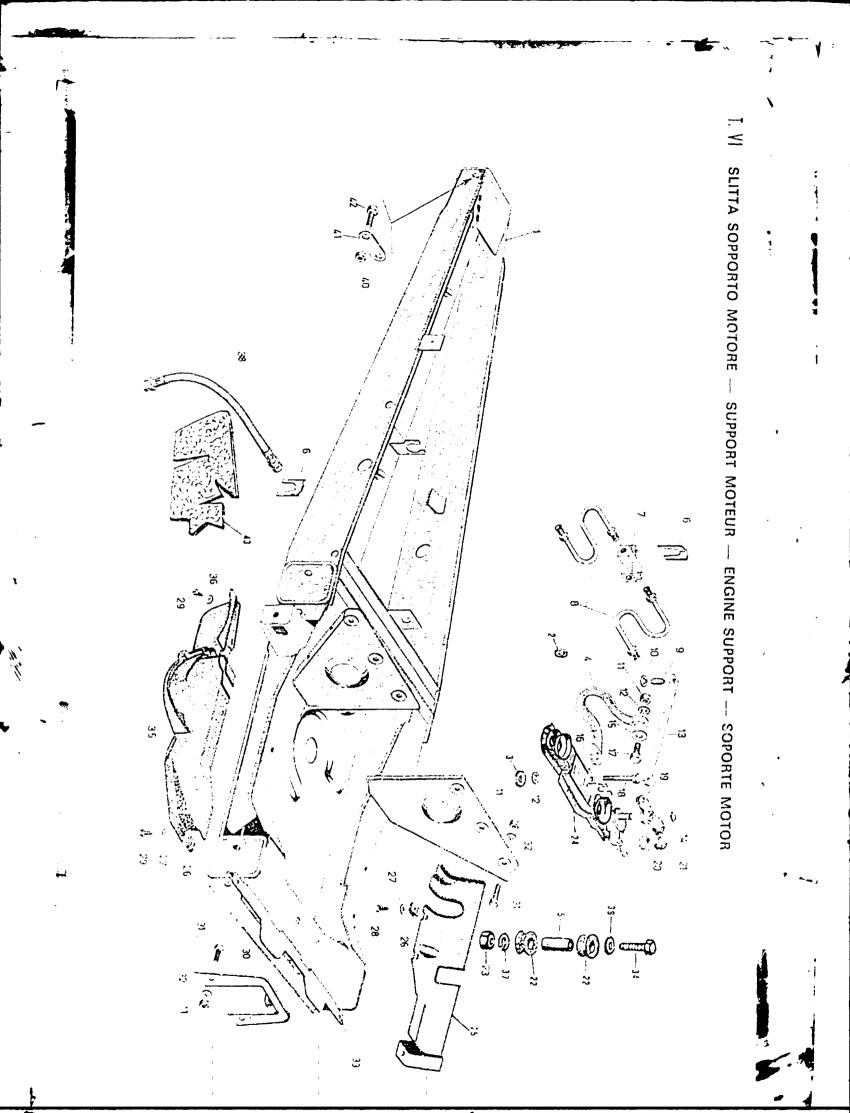
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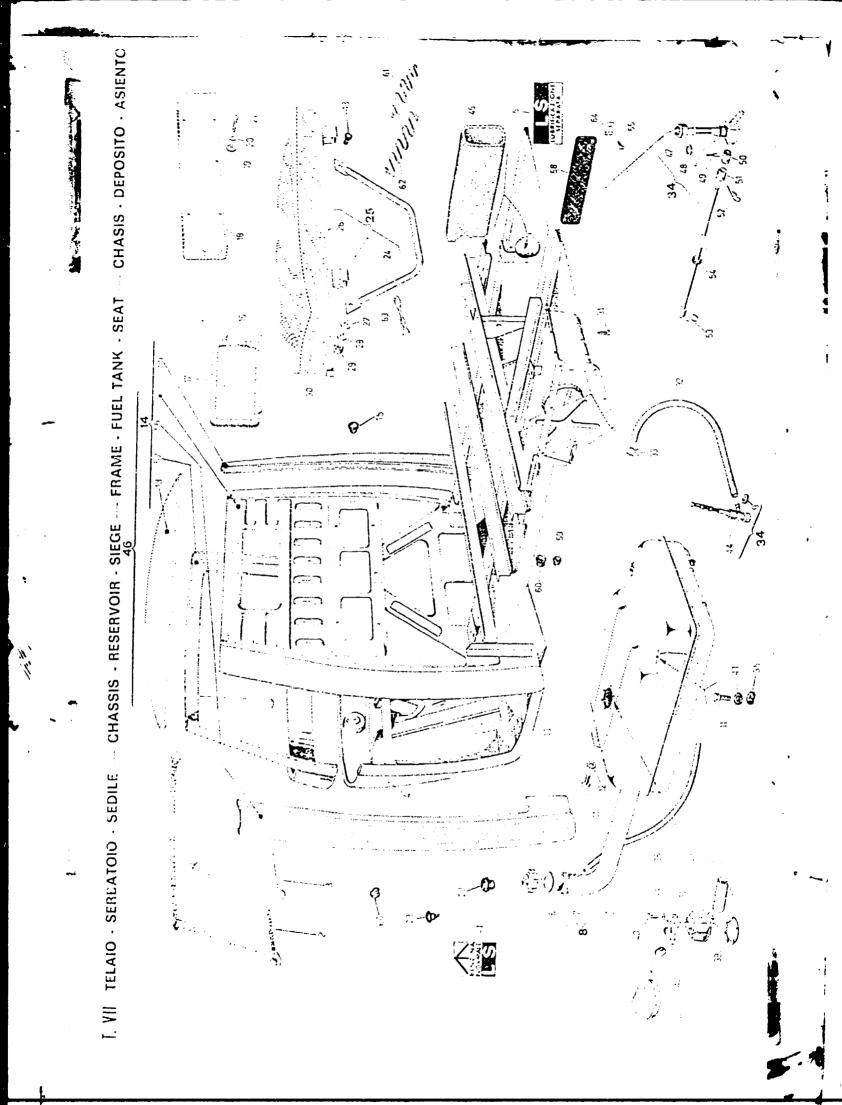
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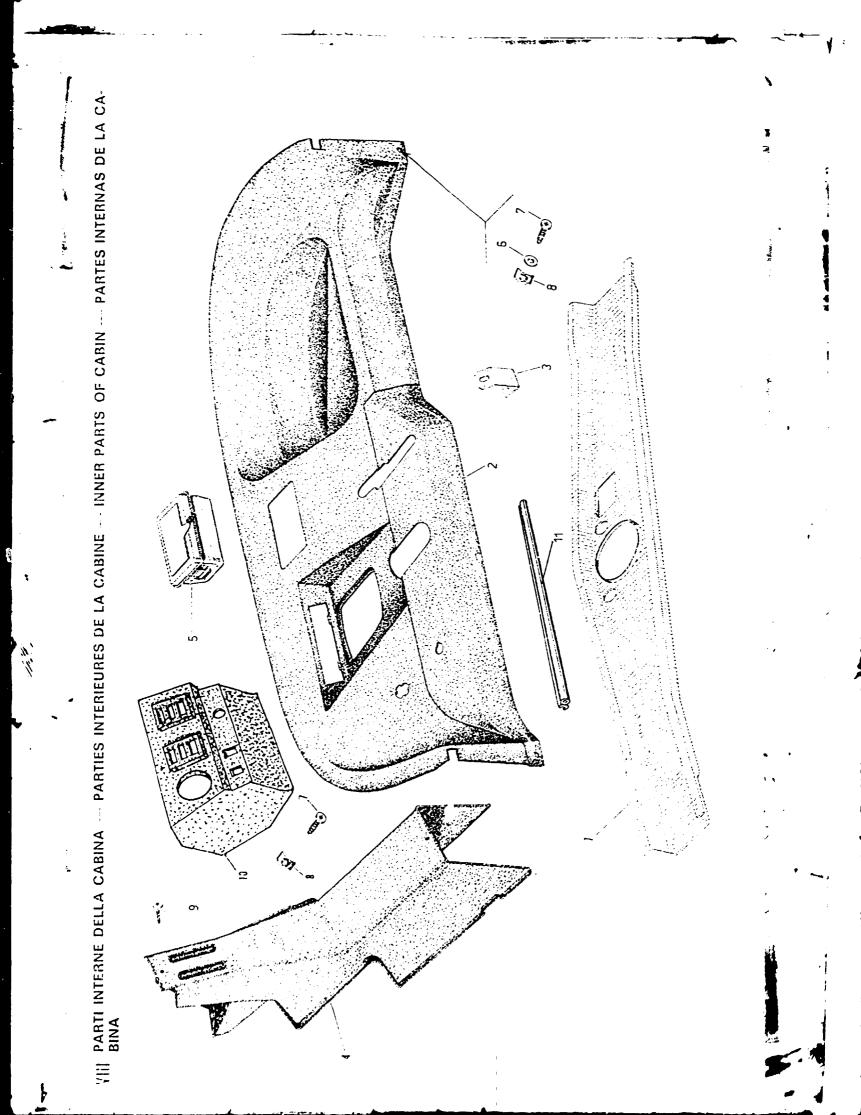
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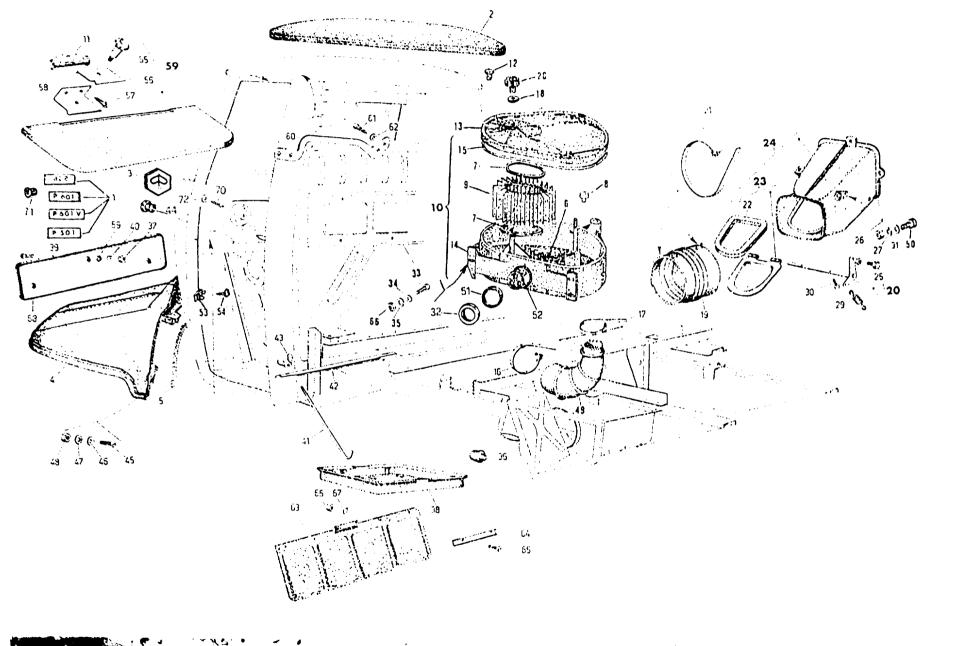
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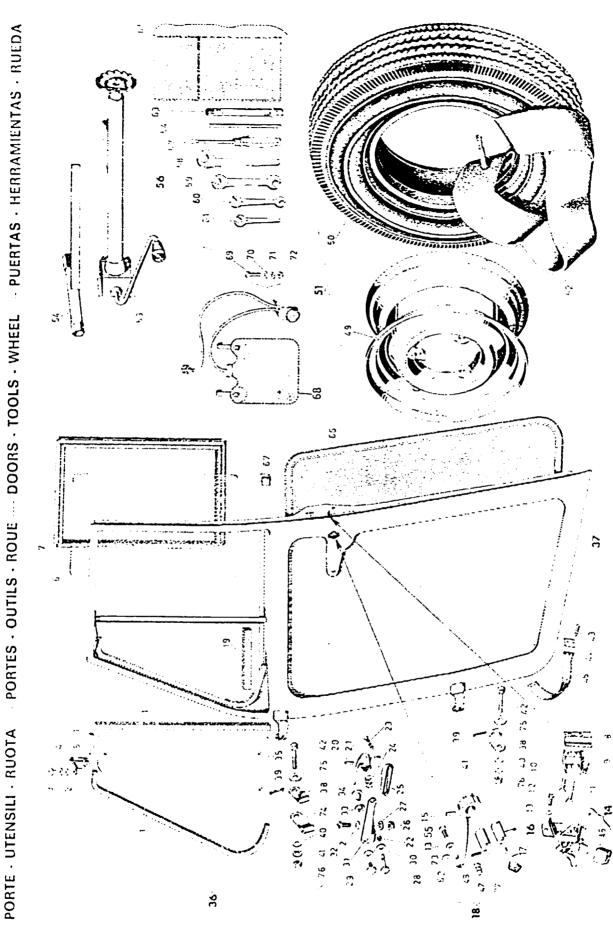
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ATTACHMENT 4 LIST OF VISITED LOCAL SUPPLIERS

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#### ATELIERS REUNIS

I. GENERAL: "Ateliers Reunis" is a limited Company (Societé Anonyme à Résponsabilité Limitée) - Equity: 350.000 DT - Address: Choutrana/Tunis Nord 1 2036 La Soukra - Tel.765095 - Fax. 764560 1

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- 2. FIRM'S ACTIVITY: Production of bolts, nuts, screws and rivets. Other small mechanical items like washers are also produced. Products are in accordance with European standards.
- 3. PLANTS AND EQUIPMENT: A dozen of modern wire-drawing machines are available in the firm shop.
- 4. ORGANIZATION: No particular information has been collected on organizational schemes. The quantity and quality of products to be supplied do not require special working organization.
- 5. FIRM'S SUITABILITY TO SUPPLY PIAGGIO/SAT JOINT-VENTURE: "Ateliers Reunis" has a medium quality product range, suitable plants and sufficient know-how to produce the most part of nuts and bolts for SAT-APE. An initial assistance for product and quality setting-up seems however necessary.

#### ECHAPPEMENTS INDUSTRIELS

- 1. GENERAL: "Echappement Industriel" is a limited company. Address: KM 13 - Industrial Zone Tunis - Tel. 482811 - Telex 16054
- 2. FIRM'S ACTIVITY: Manufacturing of mufflers and exhaust pipes. The production covers the whole range of vehicles circulating in Tunisia. The produced components are suitable both for new vehicle components and for spare parts.
- 3. PLANTS AND EQUIPMENT: Equipment for sheet working (cutting, rolling, surface treating, holing and spot welding) are available.
- 4. ORGANIZATION: Shop lay-out and organizational schemes seem suitable for the foreseen production.
- 5. FIRM'S SUITABILITY TO SUPPLY PIAGGIO/SAT JOINT-VENTURE: Firm's products are at the normal standard foreseen by European vehicle manufacturers. No problem for APE components manufacturing.

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#### HIDROMECA

1. GENERAL: "HYDROMECA" is a private company with an Equity of 700.000 DT Address: Industrial Zone Charguia - 2 Rue n. 14-Tunis Tel 787422 - 788490 - Fax 786252 - Telex 13056

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- 2. FIRM'S ACTIVITY: Manufacturing of hydraulic jacks for bucket and semi bucket, axial pistons, gears, pumps. Metal working and surface treating is also performed.
- 3. PLANTS AND EQUIPMENT: The shop is equipped with high quality machinery suitable for precision metal working (numerical control lather). A Chromium plating line is available. A dimension and quality control laboratory is present.
- 4. ORGANIZATION: The high quality of products is supported by adeguate organization and quality assurance procedures. The shop is clean, the lay-out is efficient.
- 5. FIRM'S SUITABILITY TO SUPPLY PIAGGIO/SAT JOINT-VENTURE: The firm has been visited as a possible supplier of small mechanical parts and eventually of more relevant parts, such as engine components or suspensions. As the HYDROMECA production is highly specialized, APE components could not easily be included in the product range. However the firm's know-how is good and specific agreement could be reached, in a more advanced phase of integration.

#### PLASTIQUE (CORPS CREUX)

- 1. GENERAL: "Plastique Corps Creux" is a limited company. Address: Rue La Roussi Hateded 23 - Magrine - Tel. 295719 - Telex 16054
- 2. FIRM'S ACTIVITY: Production of a large range of hollow plastic items starting from small bottles and vessels for cosmetics to cylindrical liquid reservoires of 50 litres.
- 3. PLANTS AND EQUIPMENT: Both main technologies for plastic shaping are applied: "roll-shaping" and "blow-shaping". A set of several plants differently sized are available among which some automatically performing.
- 4. ORGANIZATION: Quality product is suitable to the required standard. No information were available for organization and productivity analysis.

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5. FIRM'S SUITABILITY TO SUPPLY PIAGGIO/SAT JOINT-VENTURE: The firm is not particularly specialized for automotive components manufacturing and has been chosen to test the suitability of the average Tunisian producer of plastic components. Several small parts, such as small tanks, cylindrical bodies, cups, etc. could easily be realized by this type firm.

#### **RESSORTS TUNISIENS**

- 1. GENERAL: "Ressorts Tunisiens" is a limited company. Address: Industrial Zone Charguia - Tel. 786218 - Fax 782401
- 2. FIRM'S ACTIVITY: Springs and elastic component production
- 3. PLANTS AND EQUIPMENT/ORGANIZATION: The visit has been limited to the commercial office. Product samples have been examined.
- 4. FIRM'S SUITABILITY TO SUPPLY PIAGGIO/SAT JOINT-VENTURE: The collected information is not sufficient to evaluate the firm's suitability to supply the joint-venture.

#### **STAMINOX**

- GENERAL: Staminox is a private company with a hundred of workers. Address: Rue de Textil/Tunis Zone Industriale 2033 Megrine -Tel.299611- telex 13934 TPR
- 2. FIRM'S ACTIVITY: Production of pots and other kitchen utensils for domestic and public restauration (hotels and restaurants). Specific sheet working (cutting, bending, surface polishing, drawing and redrawing, welding) is also possible for third parties.
- 3. PLANTS AND EQUIPMENT: A set of pressing units are available for sheet drawing: 4 mechanical eccentric presses (20 t, 60 t, 2x120 t) - 3 mechanical presses (160 t) - 2 oledynamic presses (300 t).-Up to 50 cm of depth on steel or aluminium plate for cylindrical pots manufacturing (approximately 30 cm of diameter) are realized with such pressing equipment. Several tool working machines are available, such as lathes, cutters, surface treating and polishing units, welding machines.

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- 4. ORGANIZATION: The poor space inside the firm shop has penalized the lay-cut rationality. The production scheme seems confused and not well organized. Single production blocks are however efficient with an accurate manpower employment. The possibility to work for third partics is indeed limited.
- 5. FIRM'S SUITABILITY TO SUPPLY PIAGGIO/SAT JOINT-VENTURE: The available pressing power is not suitable for the drawing of the APE main parts; dimensions and depths to be reached are excessive. However some small pieces (for example oil and fuel tanks) could be manufactured and some sub-working operations as sheet cutting and polishing could be realized. With regards the insufficient work space, shop expansion should be foreseen in this case. A real strong point of Staminox is connected to its proximity to the future SAT shop.

#### COMFORT AUTOMOBILE

- 1. GENERAL: "Comfort Automobile" is a limited company. Address: Route de M'Saken - 4013 Messadine (Sousse) - Tel. 3377 - Telex 30640
- 2. FIRM'S ACTIVITY: Production of vehicle interiors: door and roof panels, upholstery for vehicle seats, carpeting, moquettes, etc.
- 3. PLANTS AND EQUIPMENT: A complete set for plastic and cloth sheets cutting, shaping, sewing and streaming for joints of plastic sheet to plastic panel is also available.
- 4. ORGANIZATION: The working activity is not performed in a single industrial building but in several distinct bodies, part of which are originally designed for civil use. The lay-out and production cycle is consequently very confused. The labour organization is indeed very accurate and efficient.
- 5. FIRM'S SUITABILITY TO SUPPLY PIAGGIO/SAT JOINT-VENTURE: Company's strong point is its experience in supplying car-panels to STIA. The quality of products is in accordance with European standards. No problem to supply SAT vehicle.

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#### <u>STIA 2</u>

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- GENERAL: "STIA 2" is a private limited company. Address: Industrial Zone of Sousse
- 2. FIRM'S ACTIVITY: Assembly of sedan-cars and trucks. The APE-PIAGGIO vehicles commercialized by SAT (50-100 year) are also assembled by STIA. Before 1985 Citroen-VISA, Renault R5 and 205 were assembled with a production capacity of 5.000 vehicles /year. In the second half of 1980, the economic crisis of Maghreb discouraged the manufacturing of these models. Presently only some hundreds of RENAULT trucks are assembled, starting from the imported classic.
- 3. PLANTS AND EQUIPMENT: The shop is equipped for the complete vehicle assembly starting from the imported CKD. 5 assembly lines are installed and, due to an overdimensioning of the shop, a large space is available for further expansion. The painting line is an efficient and modern plant suitable to assure a good quality standard. This line the only one existing in Tunisia and will be used for the painting of the SAT production.
- ORGANIZATION: The operational activity is presently reduced but the company has the organizational know-how for a large vehicle production.
- 5. FIRM'S SUITABILITY TO SUPPLY PIAGGIO/SAT JOINT-VENTURE: STIA is the present assembler of APE vehicles. In the future body painting will still be executed in the firm shop. The choice of shifting the vehicle assembly in Tunis is dictated by marketing reasons.

#### <u>STJ</u>

 GENERAL: "STJ - Société Tunisienne de Jantes" is a limited company with an equity of 435,000 dinar, employing 50 workers. Address: Route d'Akouda 4021 Kalaa Seghira - Sousse - Tel. 31466 -Telex.30776

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2. FIRM'S ACTIVITY: Production of automotive components: exaust pipes, fuel and oil tanks. Production is addressed to STIA vehicles and is presently limited. For these reasons STJ has less work and a good part of the production plant is unutilized.

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3. PLANTS AND EQUIPMENT: STJ has a new and efficient equipment for sheet drawing, rolling, holing, spot and flash welding. A 600 t single effect press is available as well as an automatic plate bending and welding plant for wheel rims. 2

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- 4. ORGANIZATION: The shop is large and rationally organized. The lay-out is efficient.
- 5. FIRM'S SUITABILITY TO SUPPLY PIAGGIO/SAT JOINT-VENTURE: STJ is already qualified for supplying European vehicles. The present weakness seems to be in the reduced activity that could affect the firms soundness in the near future.

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#### Tunisian companies considered as possible suppliers

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 S.T.J. - Société Tunisienne des Jantes Route d'Akunda 4021 Kalaa Seghiro - Sousse Tel. 03-31466 Telex 30776

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- STAMINOX Rue du Textile Z.I. 2033 Megrine Tel. 299611/940
- S.G.I. Société Générale Industrielle Route de Sousse km 3,2 Djebel Djellone 1009 El Quendia Tel. 495700 Telex 15.248 Gindus
- La Confort S.A.
   Bir E' Kamaà 2013 Ben Anors Tunis Tel. 383326
   Telex 13734
- Magriplast 23 Aeroport Ariavia BP 53.1080 CEAEX Tel. 718284 Fax 719322
- Les Ateliers Reunis Chountrana - Tunis Nord 2036 La Soukra Tel. 765095 Fax 764560
- Tunisie Ressort Z.I. Charguia I Rue 8600 n. 58 Tel. 286882 Fax 216.1.782401
- SEPIM S.A. 20-22 Avenue Tareb Mahiri - 2014 Megrine - Tunisia Tel. 297794 Telex 14915 Fax 297923
- SOCOMENA S.té Tunisienne de Constructions et de Réparations Mécaniques et Navales BP 10 Meuzel Bourguiba Tel. 02/60554 Telex 21016
- Manifacture Tunisienne de Bullonerie MATUBO 21-7080 Meural Jemil - Biserte

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Tel. 02/40175/40869 Fax 02/40815

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 A.C.M.G. - Ateliers de Constructions Métalliques et Maintenance de Gabes
 PB 84 GABES
 Tel. 05/22900/72200
 Telex 40976 X ž

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- A.M.I. Les Ateliers Mecaniques Industriels Route de l'Aeroport - Qued Chaabouri - 3071 SFAX Tel. 04/43841
  - Telex 40793
- SACEM Société de Constructions Electromecaniques
   Z.I. Charguia 2035 Tunisi
   Tel. 110033
   Telex 15142
- Le Contehone Industrielle de Tunisi
   Z.I. 2015 Le Knam
   Tel. 730536
   Telex 15087
- Tecnoverre 4 Rue de Marseille - Tunisi
- Confort Auto Car Route de M'Saken 4013 Messadine (Tunisia) Tel. 03/58014 Telex 30640/33277
- Maghreb Commandes 128 Av. de la Republique 8020 Soliman - Tunisia Tel. 01/430240 Telex 01/430640
- Plastic Tunisie Rue Laroussi Hateded 23 Megrine Tel. 295719 Telex 16054
- MECAFLEX km 13 Zone Industrielle d'Er Zabra 2034 BP n. 13 Tel. 01/482811 Telex 13180
- Tunisie Flexible Rue n. 13 Cherguia Tunis

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# ATTACHMENT 5 INDUSTRIAL BUILDING

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THE INDUSTRIAL FACTORY OF PIAGGIO - SAT JOINT - VENTURE

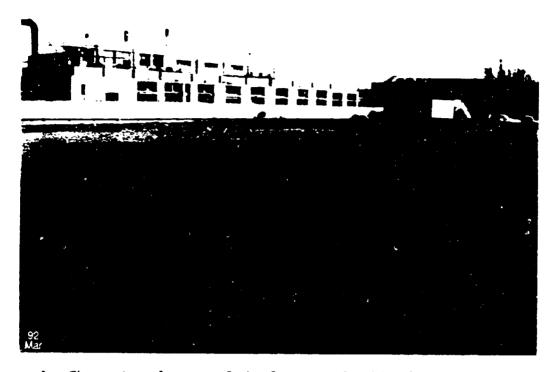
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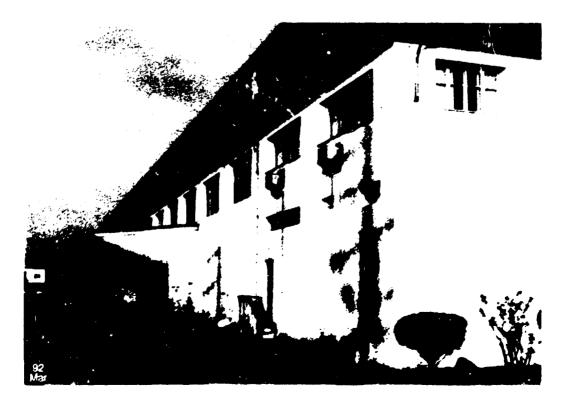
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1. The external area of the factory. In this place a storage facility for base material, semifinished and finished vehicles will be realised.



2. The picture shows the covered building extentions realised on the side of the main industrial building. They are presently used as auxiliary equipment storage. The windows of the front and those immediately after the corner correspond to the office area. が非可見

# INDUSTRIAL FACTORY OF PIAGGIO - SAT JOINT - VENTURE

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Pictures of the internal area of the industrial building; The present ISOFRIGO assembling - line (for refrigerated plants) is shown.





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#### TUNISIAN SUPPLIERS OF THE PIAGGIO - SAT JOINT - VENTURE

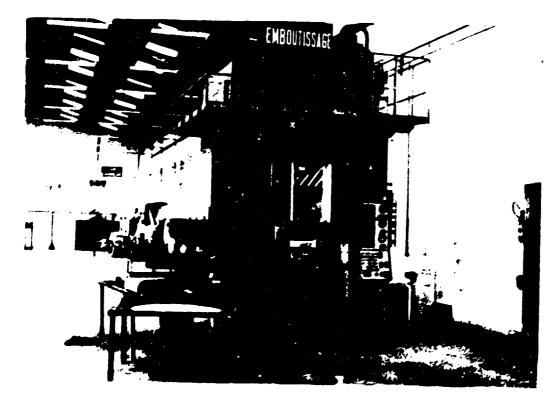
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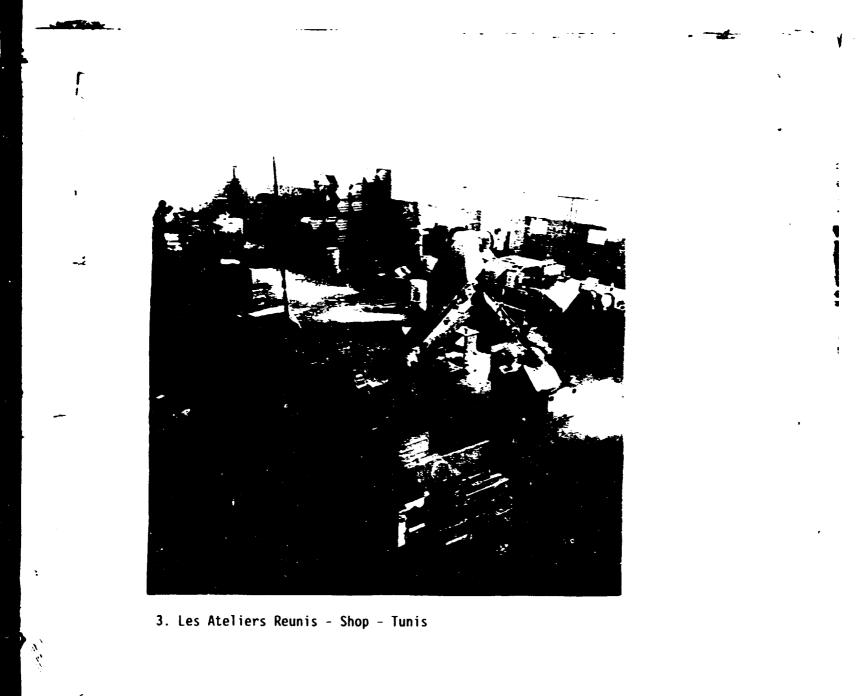
The following pictures show the production plants of the best organised potential suppliers, among those visited.



1. Hydromeca - shop - Tunis



2. STJ - shop - Sousse





ATTACHMENT 6 APE VEHICLE MODELS AND COMPETITORS' MODELS

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# THE PRODUCTS OF PLACETO SAT JOINT VENTURE



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### THE MAIN COMPETITORS CATEGORIES OF THE PIAGGIO-SAT JOINT VENTURE

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1. Pick-up transportation vehicle.(In the picture an ISUZU model)



2. Four-wheeler, small vehicle for transportation. (In the picture a special SUZUKI model).



 Local-produced four-wheeler, small vehicle for transportation. (in the picture a King Car model).



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00187 ROMA - Via Sicilia, 66 - Tel. (06) 44.57.341 - Telefax (06) 44.57.077 - Telex 626469 20121 MILANO - Via Senato, 7 - Tel. (02) 79 51.98 - 76023625 - 76022526 - Telefax (02) 781280 1050 BRUXELLES - Avenue Louise, 326 - Bte 46 - Tel. (00322) 64.04 500 - Tx: 23419 IMIBRUX