

CIEPTAL CARS

COUNTRY	→ Algeria
BUSINESS FOCUS	→ Long-term car rental
INVESTMENT DATE	→ March 2016
INVESTMENT FUND	→ Mediterrania Capital II
COMPANY TYPE	→ SME

THE COMPANY

Founded in 2006, Cieptal Cars is a leading player in long-term car rentals in Algeria. It is a service-oriented company that focuses on blue-chip corporate customers, mainly from the oil and gas industry, and also provides car maintenance and driver services on demand.

Cieptal Cars operates from two sites: Algiers and Hassi Messaoud, considered as the first energy town in Algeria, where all large oil and gas companies have offices and bases. That location gives Cieptal Cars a competitive positioning compared with other players in the car rental segment.

Operating a fleet of 665 vehicles, Cieptal Cars is the number one player in the South of Algeria in the B-to-B segment.

VALUE CREATION

Mediterrania Capital Partners' investment enabled Cieptal Cars to acquire new vehicles thereby renewing and increasing its fleet capacity, allowing the renewal of existing contracts and executing new ones with more efficient and environmentally friendly cars. The fleet increase boosted the company's ability to address larger long-term car rental tenders in a context of increasing import restrictions and quotas of cars in Algeria.

With Mediterrania Capital Partners' support, Cieptal Cars decided to halt the company's car transportation services business selling its used trucks and trailers at attractive prices in the second-hand market and using the extra cash flow to buy more environmentally friendly new vehicles for its long-term rental business.

Thanks to that initiative, Cieptal consolidated its position in the long-term car rental segment and started to diversify its customer base.

ESG ACTIONS

Managing the company's environmental impact and maintaining a safe and reliable fleet of cars are key to driving customer satisfaction and managing regulatory risks at Cieptal Cars. The company has achieved these aims by developing a robust corporate responsibility framework directed towards reducing its greenhouse gas and air pollutant levels and ensuring efficient fleet utilisation. Cieptal Cars has also taken several steps to reduce its carbon footprint, including continuously replacing its older fleet with lower-emission alternatives and making less use of older vehicles.

From a social perspective, Mediterrania Capital Partners has worked with Cieptal Cars on introducing incentive plans to encourage, recognise, and reward employees' performance and align their interests with those of the shareholders. As a result of these programmes, the company has shown greater employee engagement, retention and overall job satisfaction.

Cieptal Cars places great emphasis on providing its drivers with special training to ensure they meet the needs of logistics staff in the oil and gas industry. The training is largely oriented towards health and safety standards, with which they are required to comply, and also covers safe driving techniques and driver safety to ensure Cieptal Cars drivers keep safe, obey the law and improve their driving.



“ Our corporate strategy seeks to increase and diversify our portfolio of clients, products and activities in Algeria. The team of Mediterranean Capital Partners has brought solid support to our plans, thanks to its extensive business knowledge and experience in the region. ”

Rachid Benlakehal,
Founder of Cieptal Cars

REVENUES 2022 (e)

€9.4 million

665 vehicles