

CENTRE DE RÉNOVATION DES VÉHICULES D'OCCASION

*EXCLUSIVE
INTERVIEW*

Benoît Pecqueur
Director of CRVO in Lens

CRVO

In short

The Used Vehicle Renovation Center is the result of a powerful partnership between Emil Frey France*, France's leading automotive distribution group, and BCAuto Enchères, Europe's leading remarketer of used vehicles to automotive professionals. It offers a **turnkey solution to the growing demand for used vehicles**. At the 5th International Investment Awards ceremony organized by Nord France Invest, CRVO Lens won the REV3 Investment Award and the People's Choice Award. Interview with Benoît Pecqueur, Director of CRVO in Lens.

*(a subsidiary of the Swiss group Emil Frey)





BENOÎT PECQUEUR

Director
CRVO in Lens

How do you feel about winning Nord France Invest's REV3 Investment Award and People's Choice Award?



First and foremost, I'm very proud of our employees. It's great to receive an award, so two is a real surprise! I also see it as recognition of our business after only two years of operation. Currently, Lens is the largest of our four CRVO sites in France in terms of its reconditioning capacity. It's the one with the longest reach, because we can find used vehicles up to 125 miles away through our Autosphere distribution network.

Why did you choose Lens for your site?

Lens was the obvious choice. It's a beautiful town located in the middle of a dense, high-quality highway network, right in the heart of our concessions' distribution network. Last but not least, it's impossible to overstate the extent to which the local human resources pool stands out for its labor values.

Our 3 fundamental growth criteria have been fulfilled by the city of Lens.

How do you rate the support you have received from regional socio-economic stakeholders for your project?

The welcome we received was outstanding. It played a major role in our belief in our project's success. The support we received was remarkable, both in terms of investment and in terms of recruitment and training.



The support we received was truly outstanding! The Region strongly supports virtuous businesses that want to establish here, and this is a real opportunity.

Would you recommend setting up in Hauts-de-France to a manufacturer?

There's no question about it. Without being overly chauvinistic, it's a fact that we're not only the most welcoming region in France, but also the one with the most committed employees. If you have the right attitude towards them, I can assure you that you can still recruit

men and women who come to work with a smile on their face, with a desire to do well, and who are committed to making the company environmentally virtuous and profitable.

In the North, we still have people who come to work for a boss because work is meaningful to them!

NEED HELP WITH YOUR DEVELOPMENT PROJECT?

CONTACT US!



**NORD FRANCE INVEST
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