

Wifirst supports Norauto in digitalisation of its 650 auto centers in Western Europe

Paris, 16th March 2021 – Wifirst, the French leader of WiFi as a service, announces a partnership with the Mobivia group to develop, design and operate WiFi networks for all Norauto centers over the next 5 years. The challenge: to standardize the converged wireless infrastructure across the entire Norauto network for business needs and to strengthen the relationship with customers through an ever richer digital experience.

By choosing Wifirst as a partner in its digital transformation, the Norauto brand is making WiFi the cornerstone of its connectivity, affirming its desire to strive for an ever more innovative model. Indeed, WiFi is at the heart of the devices implemented by Wifirst: telephones, payment terminals, printers and PDAs are now connected, making it possible to facilitate and systematize the complete diagnosis of the car when it enters the workshop. Beyond the work tools of the brand's employees, the entire customer journey is done with WiFi: from touring the vehicle, to making appointments, and even repairs in the workshop, always offering more responsiveness and service

"In order to offer an ever more optimal and seamless customer experience, we have decided to improve the accessibility of the services we offer to our customers and employees. Thanks to its in-depth technical expertise, Wifirst has established itself as an obvious partner in the digital transformation of our auto centers to meet this desire. " explains Vincent Leriche, IT Operations Leader.

Concretely, the "WiFi as a service" solution provided by Wifirst becomes the backbone of the centers' internal network, to which all applications, services, and equipment can be connected very simply.

Wifirst's multiservice solution is being deployed in all Norauto centers, guaranteeing, in 2021, very high speed WiFi on 100% of the indoor and outdoor spaces of the 650 Norauto auto centers in Western Europe.

For more information, please visit www.wifirst.com or follow us on [LinkedIn](#).

PRESS CONTACT

Wifirst – Sarah Battoue
+33 7 85 73 45 82
sarah.battoue@wifirst.fr

About NORAUTO

European leader in automotive maintenance and equipment, Norauto has supported motorists for 50 years. Today, Norauto is establishing itself as a creator of innovative, accessible and connected solutions to facilitate access and enjoyment of smoother, safer and more enthusiastic mobility, which responds to new uses of the road. The company is also a pioneer in electrical technologies, an ambassador for clean vehicles and is committed to providing alternatives to the automobile in favor of sustainable mobility. The brand supports its omni-channel development on a network of nearly 650 auto centers around the world (7 countries of operation), including more than 400 centers in France. Involved in the heart of the company's strategy and the brand's first ambassadors, Norauto employees operate in a Great Place To Work (certification obtained in September 2018) with innovative managerial practices. Labeled Top Employer France for the 5th consecutive year, Norauto has 6,500 employees in France and nearly 11,200 worldwide. Norauto has just been renewed the Responsible Brand label in 2021, rewarding its CSR policy & its environmental commitment.)

For more information on Norauto, its services and products, visit www.norauto.fr

For more information on the brand's news, visit www.norauto-presse.fr

**About Wifirst**

Founded in 2002, Wifirst is the French leader in WiFi as a service for professionals. The telecom operator expanded its network internationally by opening offices in the UK and Spain in 2016, and now covers 29 countries. Wifirst has structured its activity around two major customer families: the Hospitality & Residences market (CROUS, AccorHotels, Club Med...) and the Retail & Business market (La Poste, MAIF, Norauto...). As a pioneer of the "WIFI as a service" approach, Wifirst is committed to continuous innovation in order to offer a network capable of absorbing the spectacular increase in Internet usage, to offer high value-added services and to make WiFi the technical foundation for its customers' digital transformation. For more information: www.wifirst.com/en