



## Interview ▶ We talk to Manel Lara, CEO of Cars Vip Andorra, a dealership dedicated to buying



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CEO of Cars Vip Andorra, Manel Lara Rozas decided to found the company – together with his partner, Belén Montero – after years of proving his worth in the automobile industry. With cars of all brands and adapted to any pocket, the purchase and sale of vehicles is the main activity of this dealership in the Principality, where humane and empathetic treatment is always the maximum with which they work.

### –What is Cars Vip Andorra?

–Cars Vip is a dealership for buying and selling vehicles of all brands and prices. We always take into account the condition of the vehicle, the kilometers, the brand and whether the car has been in one hand or not. This is important to always keep in mind, and, in addition, we always try to search down to the last detail to give the new owner the maximum guarantees. Our company, together with the entire team that makes up Cars Vip, has a motto: «At Cars Vip, we all win». This refers to our way of working and of seeing the relationship with the client. We deliver the car with the maximum guarantees, the best after-sales service and the best price. The treatment is humane and empathetic, as we treat customers as we would like to be treated.

### –How and when was the company born?

–Now that I think about it, I think we have been working for about eight years, first with the Investments society and, later, Cars Vip was born as a business. And it was because thanks to the long experience in the automobile sector, and from the VIP service of renting vehicles with a driver (which is another company created by me), the clients placed all their trust in me. Far beyond the transfer services and the seriousness, transparency and trust generated over the years, clients kept asking us to manage the research, purchase and sale of their private vehicles, registrations... All of this is what prompted us to create our Cars Vip brand.

### –What type of vehicles do you buy and sell?

–We are a multi-brand dealership, where we buy and sell all kinds of vehicles, of all brands and all types of engines, adapted to any pocket.

### –Now with the rise in prices, people are opting more for second-hand cars. Have they noticed an increase in sales?

–While it is true that the rise in prices has increased sales of second-hand vehicles, it has also led to the arrival of new competitors. Before in Andorra there were fewer businesses dedicated to the purchase



## Manel Lara Rozas

CEO of Cars Vip Andorra

«Today, the number of companies in the purchase and sale of vehicles



«We buy and sell all kinds of vehicles, of all brands and all types of engines, adapted to any pocket»

and sale of vehicles and today this number has increased and multiplied drastically. This fact is strongly correlated with the increase in prices that we mentioned earlier, since the second-hand market is an option to consider if the work is done well, with transparency and seriousness.

### –It is not only a matter of price increases but also a lack of stock. What is it due to? Are there second-hand ones missing too?

–This lack of stock became very noticeable during the Covid-19 pandemic and we continue to suffer the effects today. The blocking of all borders prevented all phases of vehicle production from continuing normally and China, as the main exporter of chips and other essential parts for the manufacture of vehicles, found itself with its hands tied.

This made it impossible for brands to have and still have enough stock to meet demand. The second-hand market has become a little more uncorrelated, since people need a vehicle (whether new or second-hand) and the lack of stock has not stopped the population from looking for the different opportunities available to them to be able to enjoy the freedom that a vehicle brings us.

### –You stand out mainly for your premium vehicles. What are the most outstanding cars you have ever owned?

–Many vehicles have passed through Cars Vip, from world-renowned brands such as Ferrari, Lamborghini, Porsche, etc. Vehicles from all major brands have passed through our facilities at some point. However, it is true that from time to time we have limited editions of very exclusive vehicles. These are

hard-to-find parts that Cars Vip usually has access to. But we must point out that we sell all kinds of vehicles adapted to all kinds of pockets.

### –I suppose that when you are dedicated to buying and selling vehicles, you also import vehicles...

–Yes, we import vehicles from all over the world, we even brought some Ford Mustangs from the United States. In short, if the purchase is interesting and the import cost is not very high, we carry out all the procedures to have the vehicle here in Andorra. On the other hand, we have a contact in Germany who verifies that the vehicles are in very good condition, to give the end customer even more security and guarantee their condition.

### –Why is it popular to import vehicles from countries like Germany?



►► On the side, and from left to right, Ismael, Manel and Alex, CEO and commercials of Cars Vip. Above, some of the vehicles that can be found at the dealership.

-Germany has always been a reference when it comes to importing vehicles. At Cars Vip, since we opened our doors, we have always promoted this solution, as there are good opportunities, especially with German brands. However, nowadays it is more difficult to find very advantageous offers because, as in the whole world, the lack of stock has also weakened the German market, going from about eight million vehicles for sale to about two million at present. However, since the Andorran market is small, in a territory like ours it is still interesting to import some vehicles from Germany because it allows us to expand the country's offer.

**-How is the market in Andorra? Do you have a lot of competition?**

-As we mentioned previously, competition has grown a lot in recent years. There are companies that have it more as a hobby and others that go out of their way to give their best. All positions are respectable, but as

we mentioned, the increase in demand for second-hand vehicles has led to the appearance of many new competitors and we believe that this is a positive fact, as it encourages the



«We consider that Cars Vip has three key factors: trust, having a good product and exceptional service»

Andorran market and all these companies to work with much more professionalism and transparency.

**-How do you manage to differentiate yourself from your competitors?**

-We consider that there are three key factors; trust, having a good product and exceptional service. Cars Vip was born through the trust placed in us by our customers to undertake this adventure and we want to continue to maintain this trust with those customers and with all the new ones who give us their vote. On the other hand, we always try to have a good product, vehicles that do not have excessive mileage and that are well maintained, to be able to offer a pleasant opportunity to the future owner. Finally, the service. In today's market so atomized, it is essential to focus the business more towards the service side than just as a product. We believe that always being available to the customer for everything they need makes us different from the rest. ≡

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