

Aramis Group: 25 years of making cars more affordable

From a Paris apartment in 2001

to six European countries,

Aramis Group looks ahead with three commitments

Arcueil, October 1, 2026 – **Twenty-five years ago, two entrepreneurs, Nicolas Chartier and Guillaume Paoli, decided that buying a car should no longer be a source of stress. [Aramisauto](#), the company they founded in Paris, has since grown into [Aramis Group](#), a European leader in online used car sales to consumers, which today brings together more than 2,400 employees across six European countries. To mark its 25th anniversary, the Group reaffirms its purpose of providing affordable, sustainable individual mobility to all Europeans and unveils three commitments for the years ahead.**

Taking the pain out of buying a car

Twenty-five years ago, buying a used car was a stressful experience: prices that depended on your haggling skills, uncertain quality and limited choice.

Nicolas Chartier and Guillaume Paoli decided to do things differently. Working from a Paris apartment turned into their first sales office, with the first cars temporarily parked in the building's garage, they laid the foundations for a new way of selling cars: **fixed and transparent prices, a wide multi-brand selection, strong warranties and a customer-first experience.**

Two defining choices, one mission: making cars more affordable through digital, then refurbishment

From day one, Aramisauto bet on digital in a car industry that was still largely offline, pioneering online car sales in Europe.

Then came a second breakthrough. To meet customer demand and offer a wider range of affordably priced used cars while keeping their quality under control, the Group set out in 2014 to develop **industrial-scale car refurbishment.**

The goal: to offer a third way between new and traditional used cars, more affordable than new and more reliable than used, backed by warranties and an easy buying experience. New services gradually built on this promise, such as home delivery, a 30-day money-back

guarantee and the option to sell a car without buying one.

This model, born in France with Aramisauto's first refurbishing center in Donzère in 2014, became the backbone of a European group as Clicars in Spain (2017), Cardoen in Belgium (2018), CarSupermarket.com in the United Kingdom (2021), then Onlinecars in Austria and brumbrum in Italy (2022) joined Aramis Group, each bringing its own teams, market expertise and customers. Today, the Group operates nine industrial-scale refurbishing centers across Europe.

From a French start-up to a European team of teams

None of this was built on technology alone. It was people who brought it to life: two founders who are still at the helm, and teams who, year after year, have learned, pushed their limits and grown with the Group, developing the next generation of talent and passing on their know-how. The founders told the story of this management model in *Raise the Bar: Zero to 1 Billion* (2022), co-written with Michael Ballé and Régis Medina, which received the Shingo Publication Award in 2023. Aramis Group was built on precisely this approach, going public in Paris in 2021 and growing into a European team of more than 2,400 people.

In recent years, these teams have converged around a shared operating model: common technology tools, expertise in refurbishing, purchasing and sales shared across borders, and an internal marketplace through which vehicles move from one country to another, with intra-group deliveries doubling in FY 2025. Since 2025, the Group's brands have been adopting a unified brand platform built around one promise: making the purchase of a refurbished used car safe, simple and affordable across Europe.

Twenty-five years on, the Group still holds the same conviction, on a completely different scale: helping millions of Europeans access the mobility they need. For more than ten years, refurbishment has also made the Group part of the circular economy: extending the life of existing vehicles, while ensuring they are mechanically sound, spreads the environmental footprint of their manufacture over more years of use. Refurbished cars thus reconcile affordability and reliability with a longer life for the vehicles already on the road.

25 years on, three commitments to go further

The automotive world has changed profoundly since 2001, and new challenges have emerged: severely squeezed household budgets, the transition to electric vehicles, technological complexity, tighter regulation and uncertainty over vehicle values. Yet Europeans are not giving up their cars: according to the European Barometer published by the Group in June 2026, 8 in 10 consider them essential despite budget pressures. To meet these challenges, the Group intends to keep applying the same method: **simplifying**

access to cars and letting customers benefit from every improvement in its model.

1. Making refurbished cars affordable for every budget.

The Group is broadening its range of refurbished vehicles to fit more budgets, with **cars now available from €6,000**. The choice of refurbished electric vehicles is also growing, so every driver can find the car that suits them, without the Group compromising on its standards of selection, refurbishment and reliability.

2. Getting even closer to customers.

The Group continues to expand its network of customer centers and to develop new digital journeys, enabling every customer to choose how they buy, sell or trade in their car, wherever they are.

3. Putting artificial intelligence to work for affordability.

The Group is accelerating its artificial intelligence initiatives across the buying journey, to help customers find the right car, get answers faster and move through each step more easily. For example, 'Joe', the conversational agent on the Group's French, British and Belgian websites, and the Aramisauto app in ChatGPT guide customers to their ideal vehicle and explain how its features match their own needs, while in France open banking now simplifies financing applications. The Group will continue to roll out AI with one ambition in mind: using every efficiency gain to create more value for customers.

"Twenty-five years ago, we wanted buying a car to stop feeling like a battle. That conviction has not changed, but its scale has: born in a Paris apartment, it is now shared by more than 2,400 people across six European countries. What we are proudest of is that it is carried by teams who bring it to life, pass it on and keep reinventing it, learning from one another across borders. Celebrating an anniversary only makes sense if it helps us look ahead. Our ambition remains the same: to use every improvement in our model to make car ownership more affordable, simpler and more reliable for all Europeans." **Nicolas Chartier and Guillaume Paoli, co-founders of Aramis Group.**

Aramis Group in figures (FY 2025):

- €2.4 billion in revenue
- More than 119,000 vehicles sold to private customers
- More than 2,400 employees in 6 European countries
- 9 industrial-scale refurbishing centers
- An NPS¹ of 73, among the highest in the industry in Europe

About Aramis Group

Aramis Group is a European leader in B2C online used car sales and operates in six countries. A fast-growing group, an e-commerce expert and a vehicle refurbishing pioneer, Aramis Group takes action each day for more sustainable mobility with an offering that is part of the circular economy. Founded in 2001, it has been revolutionizing its market for 25 years, focused on ensuring the satisfaction of its customers and capitalizing on digital technology and employee engagement to create value for all its stakeholders. With annual revenues of €2.4 billion, Aramis Group sells more than 119,000 B2C vehicles and welcomes close to 70 million visitors across all its digital platforms each year. The Group employs more than 2,400 people and has nine industrial-scale refurbishing centers throughout Europe. Aramis Group is listed on Euronext Paris Compartment B (Ticker: ARAMI – ISIN: FRO014003U94).

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¹ NPS: the Net Promoter Score is a standardized indicator that measures customer satisfaction and loyalty based on customers' likelihood to recommend a brand.