

OCTOBER 2009 | SPECIAL ISSUE
50TH ANNIVERSARY CELEBRATION

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magazine



50

A N I V E R S Á R I O



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ANGELA VIEIRA
Director of Communications and Brand Marketing
Grupo Auto-Sueco (Coimbra)

EDITORIAL

50 YEARS!

After a year without any “news,” the long-awaited, special edition of ASC Forum Magazine has finally arrived. “Special” because throughout 2009, ASC has been celebrating its 50th anniversary!

We should all be delighted. The recreational and sporting events were a great success in building relationships among all our employees in Portugal, many of whom did not know one another!

The luncheon in the Quinta São Luiz, in Coimbra, provided us with an entertaining and enjoyable party.

The book that we offered all our employees and business partners helped foster a sense of belonging among the Group’s employees and inspired confidence among our business partners.

Finally, the Gala Dinner on October 1 in Lisbon, at the Altis Belém, was also wonderful in that it reflected the quality, simplicity and professionalism that characterize the culture of Grupo ASC. Present at this dinner were the Group’s senior management (from Portugal, Spain and the U.S.), our main suppliers and customers, high-level banking executives, as well as our partners and/or their representatives.

Reaching the 50-year mark is an extremely strong asset that we should all take advantage of, as if it were a brand in itself!

Fifty years in business reflects the type of very strong values that would give any company the fuel to keep going. This is especially true at ASC: even as the world struggles through troubled times, ASC is moving forward as a stable, financially strong Group.

Stability, consistency, partnership and continuity are the four values reflected in this “brand.”

We have produced this special edition so that every one of you can look back on 2009 with pride and satisfaction!

Congratulations to all of you for these 50 years and may 2010 be the start of another 50.

CREDITS

Editor: **Angela Vieira** | Editorial Staff: **Angela Vieira, Rute Martins e Susana Quintinhas**
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Auto-Sueco (Coimbra), Lda.

EN 10, Ap. 2094 - 2696-801 São João da Talha - Lisboa - Portugal

Phone 00 351 219 946 500 Fax 00 351 219 946 559 forum@ascoimbra.pt www.autosuecocoimbra.pt

EMPLOYEE LUNCHEON



ASC 50TH ANNIVERSARY

- Quinta São Luiz -



ANTÓNIO PRATA AND ERNESTO SILVA VIEIRA

To mark the 50th anniversary year of Auto-Sueco (Coimbra), all of the company's employees gathered for a celebratory luncheon. It was a beautiful, warm, sunlit day in the gardens at the Quinta São Luiz restaurant, near Coimbra. As people arrived, conversation and enthusiasm filled the space, warming the atmosphere even more. In attendance were the nearly five hundred employees of the Group's Portuguese companies: Auto-Sueco (Coimbra), Volrent and HardMáquinas.



CLAUDINO PIMENTA, INÁCIO PINTO, ANTÓNIO GOMES AND LOPES PINTO



JOÃO CARLOS FARIA AND FERNANDO FREIRE



LUÍS SILVA AND TERESA SILVA



MANUEL CARDOSO AND ANTÓNIO AREDE

After an initial drink in the gardens, everyone entered the Banquet Hall. The restaurant is located on a 17th-century farm, refurbished and equipped with every modern comfort while retaining the original layout. The Banquet Hall where the luncheon was held - a remodeled building that formerly housed an oil press - accommodated all the guests in a refined, inviting setting. Seating arrangements were chosen carefully. Groupings were created of employees with the same job who, even if they had interacted professionally, had never had a chance to meet in person since they work in different parts of the country.



FILIFE DONATO, JOSÉ LUIS AND JOSÉ LARANJEIRA



TIAGO CASTELA, PAULO CURADO AND BRUNO ALVES



RUTE MARTINS AND NUNO FLORÊNCIO

Angela Vieira, Director of Communications for Grupo Auto-Sueco Coimbra, then spoke from the podium to welcome all the guests (company partners, employees and family) to this very special Group event. This was the first time in fifty years that ASC brought together all of its employees in one place. She was followed by Ernesto Gomes Vieira, partner and vice-chairman of the Board of Directors of Auto-Sueco (Coimbra), who summarized the company's development, from its founding 50 years ago in Coimbra to its entry into the U.S. market. Entertainment was provided by opera singers who came out dressed as waiters, surprising and delighting everybody in the room.



MARIA HELENA RIBEIRO, ANA GONÇALVES, HENRIQUE SALES, FLORBELA FERNANDES, ISABEL MOTA, JOSÉ LARANJEIRA AND RICARDO MIEIRO

One surprise followed another: Maria de Jesus Prieto, Director of Human Resources, announced that ASC was paying tribute to the employees whose years of commitment had helped the company grow. The Board decided to give each employee with more than ten years of service a bottle of Aguardente Velha, 1935. Ernesto Rodrigues Vieira, founding partner, had acquired these bottles when Vinhos Scalabis closed in Aveiro. This brandy was made there and aged in oak barrels for thirty years. It was purchased for the grand opening of ASC's Leiria facilities in 1970.



ANTÓNIO VIEIRA CONDE, ÁUREA VIEIRA, ERNESTO GOMES VIEIRA AND ANA VIEIRA



CELINDA COSTA, SUSANA QUINTINHAS, SUSANA PIMENTA, SÉRGIO CASTELO AND PEDRO MENEZES







GOLD PIN PRESENTED TO THOSE WITH MORE THAN 40 YEARS OF SERVICE

Recipients:

Mário Neves Leite
 Arlindo Silva Gaspar
 Manuel Ferreira Santos
 Carlos Santos Carreiras Faria
 José Luís Rodrigues Nogueira
 Armando Monteiro Rosa
 Abílio Marques António
 Júlio Melo Sousa
 Adelino Matias Nunes
 José Monteiro Lopes Felícia
 Fernando Manuel Ferreira Carreira
 António Monteiro Rosa
 Carlos Manuel Costa Coelho
 Dulce Falcão Fonseca



CARLOS VIEIRA, ALCINA VIEIRA MIEIRO, ANA VIEIRA AND ERNESTO GOMES VIEIRA.

A great many professionals have contributed to building this business over the ASC's long history. Fortunately, after fifty years, some employees from the first years of operation are still with ASC: people who, for more than four decades, have worked devotedly to promote the company's success and growth. In appreciation of their valuable contribution, the company gave each of them a gold pin bearing the ASC logo.

Managing partners Carlos Vieira and Ernesto Gomes Vieira were recognized for their 50 years with the company, and each received an ASC 50th anniversary commemorative medal. The medals were presented by Ms. D. Ana Vieira and Ms. Alcina Vieira Mieiro, who are, respectively, the honorees' wife and sister. It then fell to Carlos Vieira, partner and chairman of the Board of Directors of Auto-Sueco (Coimbra), to make the closing remarks. It was an emotional speech.



CARLOS VIEIRA, ERNESTO GOMES VIEIRA, ALCINA VIEIRA MIEIRO AND ANGELA VIEIRA

Since this was a celebration, a birthday party, there had to be a cake. All the company's employees sang "Happy Birthday to You" in unison. The celebration ended in the gardens of the old farm. As guests bade their farewells, one could hear heartfelt renderings of some of the best known traditional fado songs of Coimbra.



FADOS DE COIMBRA

GALA DINNER



ASC 50TH ANNIVERSARY

- Altis Belém -



Walter Sennebogen and Alfred Endl honor their partnership with ASC by offering a gift to celebrate its 50th anniversary. Carlos Vieira and Ricardo Mieiro received the gift on behalf of the company.



BELÉN RODRÍGUEZ, TOMAZ JERVELL AND LUIS PUERTAS



ALFRED ENDL, WALTER SENNEBOGEN, JOSÉ LUÍS MENDES, ERNESTO GOMES VIEIRA, CARLOS REIS AND JOSÉ MANUEL TEIXEIRA



After ASC's 50th anniversary luncheon on June 20 in Coimbra – attended by all 500 employees of the Group's companies in Portugal – on October 1 we welcomed another important group of people: our customers, business partners, suppliers and bankers, and the principal managers of the Group's companies outside Portugal (from Spain and the United States).



CARLOS VIEIRA AND FERNANDO ULRICH



CLARA JERVELL, SIGRID JENSSEN LEITE FARIA AND ANGELA VIEIRA



NATÁLIA MATIAS, MÁRIO RUI MATIAS, RUI FAUSTINO AND FERNANDA FAUSTINO

At this Gala Dinner, our 180 guests at the Altis Belém in Lisbon heard a series of important speeches. These can be read in full in this issue of ASC Forum Magazine. Given their importance, we felt they really had to be written down for posterity. Toward the end of the dinner, Scott Hall, vice-president of Sales and Marketing for Volvo Construction Equipment, made a speech and presented ASC with a gift celebrating its 50 years in business, thereby expressing his appreciation and acknowledging the partnership between the two companies.



TOMAZ JERVELL, ROSA MARIA JERVELL, SCOTT HALL AND MARY HALL



ÁUREA VIEIRA AND ERNESTO GOMES VIEIRA



ALICIA DIAZ, ERNESTO GOMES VIEIRA, JAVIER GARCIA AND CARL GINDAHL

The party was delightful and the dinner exquisite. Over coffee we listened to Paulo de Carvalho, accompanied on the piano, singing some of his greatest hits and charming the guests. Laura Ferreira and her jazz quintet invited people onto the dance floor and everybody responded, ending the party by dancing the night away.



CARLOS VIEIRA, BENGT CARLIOTH AND ANN CARLIOTH



CLARA JERVELL, SIGRID JENSSEN LEITE FARIA AND ERNESTO GOMES VIEIRA



CARLOS VIEIRA, ERNESTO GOMES VIEIRA AND RICARDO MIEIRO



**ERNESTO
GOMES
VIEIRA**

Greetings and compliments to all our guests, to my family members, our partners and our employees. Thank you for being here.

Ladies and gentlemen:

I am one of the founding partners who, on April 1, 1959, approved the articles of incorporation of Auto-Sueco Coimbra, Lda. This happened because when I was 18, my father, Ernesto Rodrigues Vieira – the primary founder and driving force behind this company – saw fit to include his children as partners in this enterprise, which was and is Grupo Auto-Sueco Coimbra.

It was through these family transactions that the "Family" became involved in entrepreneurship together in the 1950s.

Our father trained us for "life's battles," so that our entire household would share in the business's successes and failures.

On that 1st of April, 1959, my father, my brother Carlos and I received news that filled us with a sense of joy, hope and responsibility when the Volvo importer for Portugal, Auto-Sueco, signed a 50% equal partnership agreement with Ernesto Rodrigues Vieira and his children, and even suggested including "Auto-Sueco" in the official name of our company.

All this was possible because the partners, Luis Jervell and Ingvar Poppe Jansen, (entrepreneurs who are no longer with us but whom I mention here today with fond memories, friendship and deep respect), brought into their operations the ingenious business acumen of E. Rodrigues Vieira, who would become a key figure in the development of Volvo's business in the centre of Portugal for decades.

Much to my regret, this is not the most opportune moment to recount highlights from the fifty-year history of Auto-Sueco Coimbra. Pardon my lack of humility but I assure you that if I were to do so, it would be a delightful narrative of key events that have defined – with joy, pride and even vanity – a half-century of continued business success for Grupo Auto-Sueco Coimbra.

DEAR FRIENDS AND GUESTS

Everything in life has a beginning, and our experience has been much like the old Portuguese saying, "A person creates a path by walking." Auto-Sueco Coimbra has created itself, grown and expanded by "**working**":

- **Working** with a spirit of "Mission" and responsibility;
- **Working** together – father, children and employees – with an intense, compelling work ethic as if our survival depended on it;
- **Working** to always have a positive image in the eyes of all our business partners;
- **Working** to ensure that every customer will be pleased to continue doing business with us and will recommend us to other customers;
- **Working** so that most of the wealth generated will be reinvested to grow the company's assets and businesses;
- **Working** to become ever stronger and more competitive;
- **Working** from a "Corporate Vision" that sees an ever grander future, a perspective which has allowed us to expand across national borders so that we now have two large companies in Spain and the United States.
- **Working** so that our new generations will have the pleasure of coming to this corporate environment to find professional and commercial fulfillment;
- **Working** to keep our employees motivated, fulfilled, and proud to be part of the Auto-Sueco Coimbra enterprise;
- **Working** so that, as we complete 50 years in business, we are in a position of "Stability" as we celebrate a past and a present that make us proud, and so we can share it with all of you who are our "Guests of Honor" at this party.

DEAR FRIENDS AND GUESTS

Celebrating this 50th anniversary in discouraging economic times has forced us to think through the details of this "GALA" more carefully and take stock of our situation. This process led us to the conclusion that we are up for the business challenges ahead; that ASC is proud of its beginnings, but also proud of the way it has faced recent challenges in its national and international

operations, that allow us to put into practice our belief in sustainability and growth for the immediate future.

The optimism of which I speak is also fueled by all those present here, who represent the best and finest of our true "Corporate Partners":

- They are our **Partners**, now members of the second or third generation, who inspire in us an attitude of trust and respect;
- They are my **Siblings**, who have jointly and persistently sought to serve as a bridge between the first and third generations, and to instill in all our relatives who work here the values that guided us in a corporate ethic and culture that define us as a unique company;
- They are our **Children** who are taking on management and leadership positions, with dedication, professionalism and business sense, and it is they who are responsible for the recent international growth of Auto-Sueco Coimbra, with great success and prominence in our fields of business.
- They are our **Professionals** who, from Senior Management, Directors and Department Heads to the humblest worker, have largely shown an attitude of dedication to "Mission" in pursuing our business objectives.
- They are our **Suppliers**: Volvo Construction Equipment; Volvo Car; Volvo Trucks; Sennebogen; Yale; Jaguar; Mazda; Land Rover; Mitsubishi; all business partners who are the reason we exist and with whom we always interact with the aim of mutual benefit;
- They are the **Banking Institutions**, indispensable partners as we face the challenges of business expansion and sustainability. Often they are the ones who have stimulated us to take risks and pursue new opportunities;
- They are our **Customers**, who maintain a close, mutually beneficial relationship with us, and whose needs we seek to meet with efficiency and quality through the products we market and the services we provide.

Believe me, dear friends and guests, when I say that this Partner, with fifty years of service to ASC, is happy and proud and tremendously grateful that you are here.

Bon appétit and I hope you will enjoy this gathering.



RICARDO

MIEIRO

Good evening to you all and thank you for accepting our invitation. I hope you will consider the moments we are about to spend together, so kindly planned and prepared by my cousin Angela, as time well spent. We are here to commemorate 50 years in the history of Auto-Sueco Coimbra and I am sure that some – if not many – of those present will be wondering what brings a company like ourselves, with head offices in Coimbra, to be holding this celebration in Lisbon?

Certainly, for the first fifteen years of the company's existence, we concentrated our efforts exclusively in the marketing and support of Volvo trucks and automobiles in the 6 districts of Portugal's Central Zone. At that time it was quite common in our households to hear repeated one of the favorite mottos of our Founder, Ernesto Rodrigues Vieira: "In every Street a Customer and in every Customer a Friend". And so it was that, for many years under his vigorous leadership and Spartan management together with the support of his sons, the material and cultural foundations were laid for what we nowadays refer to as "our great work".

Furthermore, about 35 years ago through the initiatives of Carlos Vieira, we began importing construction and public works equipment which was linked to an exclusive distributorship throughout the whole country, in addition of course to the accompanying After-Sales Service. It was then that we forged direct links to the Supplier, Volvo Construction Equipment, with whom we established and have since maintained a successful partnership right up to the present day. We also sought success in our attempts to respond to the wishes of our Customers, to whom we have always dedicated all our efforts and who represent the true *raison d'être* of our existence. We then complemented our Volvo CE range with prestigious franchises in other types of equipment not covered by Volvo and which we are very proud to continue selling (Sennebogen, Yale, etc). We should like you all to know, in fact, that the equipment and public works business today represents almost 90%

of our group company turnover. But why should this business of ours be so important and its growth so spontaneous? Because, besides the market leadership that we presently hold in Portugal, during the last 10 years (1999) we have also been venturing into Spanish territory, initiating our first steps towards internationalization by acquiring the operation that Volvo itself had previously held in that country. This was because Volvo became convinced that, in Spain, Auto-Sueco Coimbra was capable of achieving an equally fine if not better rate of performance in helping to expand their brand name. And this is exactly, in fact, what happened. I should therefore like to ask the CEO and Deputy Administrator, Dr. João Mieiro, to tell us of his experience:

João Mieiro speaks briefly, followed by Ricardo Mieiro:

And also because, about 5 years ago following the work we had achieved in Spain, Volvo CE again invited us to take over its operation in the South Eastern United States, covering a territory larger than the whole of the Iberian Peninsula and perhaps the most competitive market in the world, where once again we sought to put into practice all the lessons we had learnt throughout these 50 years. To tell us about this experience we now have our CEO, Mr. Brad Stimmel:

Brad Stimmel speaks briefly, followed by Ricardo Mieiro:

But also because we have remained in step with our Clients by providing them with services and support in their own efforts towards internationalization (as only we know how and are best equipped to do). As part of this entrepreneurial diaspora, perhaps we should highlight here the sense of pressing ambition as well as the spirit of initiative and adventure that characterizes so many of our Customers, and which makes us proud to be their suppliers and representatives of Portugal.

That is why we have maintained and shall continue to maintain a presence in Ireland, Poland, Rumania and Bulgaria, in Algeria, Libya and Morocco, in Mauritania, Ghana, the Republic of Congo, in Equatorial Guinea, Conakry and Cameroon, in the Portuguese-speaking countries of Africa and in all those other places where our Customers ask us to answer their challenge. As a result of all this, we are today the largest global client of Volvo CE, our main business partner. And so, despite having our roots in Coimbra (and, as the well-known Fado song rightly says, Coimbra is a school from which only the best students can graduate), we were obliged to transfer our Company's Operational Headquarters to Lisbon and this is the reason why we are here today celebrating 50 years in business. We faced the economic crisis that has been slowly wreaking havoc throughout the world with a sense of responsibility and stoicism. We first began to feel its effects in the US in June 2007 and it has been almost 3 years of economic stringency, during which time we have also nevertheless managed to learn a great deal.

Essentially the crisis has encouraged us to lose all the excess weight we had accumulated and to combat any forms of waste, as a result of which we are now a much leaner and well-toned business group in better financial health than at any time before, since our equity capital represents almost 40% of total assets and allows us to face the future with increased hope, optimism and peace of mind. Today we comprise a group of 21 companies spread about the globe, with some 50 open franchises providing employment to over 1000 people.

In order to be able to sustain and coordinate all these commercial initiatives, we are now preparing a new business restructuring model, with natural implications for the governance of the Auto Sueco Coimbra Group Companies, as a means of preparing ourselves for the challenges that will face us over the next 50 years. Finally, I should like to thank every one (Finance Companies, our Suppliers in general as well as specialized service providers; in short, all our business partners) for the unwavering support that you have afforded us throughout these 50 years. Nevertheless, we should also like to offer You yourselves a challenge: help us to maintain our continued growth and sustain our progress.

Our aim is to break through the two thousand million euro sales barrier; We intend to extend our international business platform, offsetting the mature and competitive markets in which we have worked so far with other greener and faster growing markets, thereby guaranteeing a greater consistency and strategic balance; We also aim to establish, beyond our core business, further strong alliances with Partners in the port, airport and rail infrastructure equipment sectors, as well as equipment used for logistics automation and in areas of environmental concern. We are ready to meet all these challenges and we shall study any business opportunities that come our way.

And why is this, you may ask?? Because it is the ambition of all the ASC Partners, essentially two groups comprising Family and Shareholder members (the Vieira family and ASL), each holding a 50% stake in the Company's equity, a formula that has underpinned virtually everything we stand for. That is how things have been for the last 50 years and that is how we hope they shall continue to be over the next 50 years. The third generation of our family to be involved in the company business respects and sees itself reflected in the example of its predecessors, thus safeguarding the long-term values and principles that have ruled the history of our company so far and of which we are so immensely proud.

Along with all our excellent professional staff here represented at the highest level, and together with your own help too, we are convinced that in 5 years time we shall all be here together once more, commemorating Auto Sueco Coimbra's 55th year in business, with many of our dreams and ambitions already fulfilled.

Thanks so much to you all.



**SCOTT
HALL**

History has proven it is quite often extremely difficult to transition family businesses from one generation to another.

What the Board has done, changing generations with current management, has been phenomenal to watch. It has truly been a great success, and has been tremendous for the Volvo business as well.

Over time, Mary and I have become very close to the Auto-Sueco family. Although business is still business and sometimes it can be tough, we have become friends with the extended family.

We love our times in Portugal, Spain and the US, and I never fail to learn something very insightful during my visits.

This is your night, so on behalf of Volvo Construction Equipment, I would like to congratulate the Board, the Management, lead by Ricardo, João, Angela, Paulo, Brad and Rui and I could go on and on, and all the employees of Auto Sueco Coimbra on a very successful first 50 years.

It is truly a great Company, the best distribution Volvo CE has in the world.

Once again "congratulations" and we look forward to continuing to grow with Auto-Sueco for the next 50 years.

Carlos, Ricardo, I would now like to present you with a gift of appreciation for the 50th Anniversary and the fantastic job you do for us every day.

It is my and my wife Mary's pleasure to be here at the Auto-Sueco Coimbra 50th Anniversary celebration.

I have been involved with ASC for the past 10 years as the head of Sales and Marketing for Volvo Construction Equipment. I have enjoyed watching the tremendous growth as they completed the purchase of Volvo Maquinaria and then ventured into the Southern US with the formation of ASC USA.

All of this was only possible because of the great business that had been built in Portugal. The in depth knowledge of how to run world class distribution, the first class people and the commitment to the customers were all ingredients for this amazing success story.

Today, ASC is one of the biggest and best distributors of Construction Equipment in the world, and when I say this, I don't just mean in the Volvo world, I mean in the entire industry.



**CARLOS
VIEIRA**

Good evening. As President of the ASC Group and also senior representative of all Partners, I take great pride in being able to speak to all those of you gathered here today at this Gala Dinner in celebration of the 50 years since the foundation of our Parent Company.

The history of our Enterprise, from its foundation to the present day, is reproduced in a book that will be presented to each of you at the end of this event, all of which was made possible through the close cooperation between Partners, Suppliers and Customers alike.

We have an ambitious Enterprise Group that knows its markets and products well. The wealth of our Human Resources, in all the territories in which we operate, is able to depend on the leadership of family members and others in top management, as guarantors of a secure future with sound prospects for growth over the medium and long term.

It is my privilege to provide a special mention, without detriment to all others present, to our principal supplier, VOLVO CONSTRUCTION EQUIPMENT, represented here by its Vice-President, Mr. Scott Hall.

Within the sector in which we operate, we can consider ourselves the best company, if not the very best in Portugal. My thanks to you all for joining us here in celebration and as confirmation of the support that is so necessary to our continued growth in the future.



SCOTT HALL, BENGT CARLIOTH, CARL GINDAHL, RICARDO MIEIRO, CARLOS VIEIRA E ERNESTO GOMES VIEIRA



JOÃO MIEIRO



BRAD STIMMEL



ALCINA VIEIRA MIEIRO AND CARLOS VIEIRA



RICARDO MIEIRO, JUAN ANTÓNIO ZURERA AND DOLORES LLORCA



TOMAZ JERVELL, ROSA MARIA MOTA AND ANTÓNIO MOTA



FERNANDO ULRICH AND TOMAZ JERVELL



RICARDO MIEIRO AND GRAÇA MIEIRO



AMÍLCAR GUERREIRO, EDITE PRAGOSA, JOÃO MIEIRO, MARIA PRAGOSA, PAULA MIEIRO AND MARIA FÁTIMA BARROCA RODRIGUES



TOMÁS JERVELL AND ANGELA VIEIRA



SANDRA MIEIRO, PAULO MIEIRO AND NAZARETH DE SOUSA



ANDREA MOREIRA, HÉLDER PEDRO, CLÁUDIA VIEIRA AND ERNESTO SILVA VIEIRA



CARLOS OLIVEIRA, SANDRA LEITE FARIA, JOSÉ JESSEN LEITE FARIA, ISABEL VIEIRA CONDE, ANTÓNIO VIEIRA CONDE



SOFIA CABRITA, PAULO CABRITA, ISABEL FIGUEIREDO, LUÍS FIGUEIREDO



PAULO DE CARVALHO



LAURA FERREIRA

PAINTBALL & SPEEDBOAT



Defying the crisis and the defeatist talk that seems so widespread throughout Portugal these days, ASC decided that its 50th anniversary celebrations should feature activities in which its employees could socialize together and recharge their batteries.

Before scheduling the events, all Business Units were surveyed to find out each our employee's preferences so we could fulfill the expectations of the majority.

On July 4, 2009, the first of the recreational/sports events took place in Gaia: a speedboat and paintball day. The event began with a speedboat race, as groups of 12 sped through coastal waters just off the beaches of Gaia and Porto. The high-speed excitement and the rush of adrenaline made for a great morning social activity. The paintball competition took place that afternoon. With four different circuits, this stimulating, extreme challenge revealed some true "ASC Rambos" among the employees.

This day has had a lasting effect. First, it is the first time ASC has held an activity of this kind. Second, and more importantly, it brought colleagues together who did not know one another; the teams were formed at random, bringing together fellow employees who work in different parts of Portugal. The picnic lunch allowed everyone to share a meal together.

Throughout this special day, the participants' willingness, commitment and delight were quite evident. There were even staff who, despite not taking part in the scheduled activities, made the effort to be present, to support their colleagues and share their company. May this commitment and team spirit continue to influence and shape the history of ASC!





It was amazing!!! Not just the activities but also the spirit of the participants who eagerly kept their minds open to the day's challenges. Pure fun and relaxation. When's the next one?

Sandra Santos (Lisbon)



I'd like to thank the company Management for having arranged this type of event as part of the company's 50 year celebrations. A day full of wonderful feelings.

João Carlos Faria (Coimbra)



The paintball match was a wonderful experience and a great chance to get together with friends and colleagues! It was a fun-packed afternoon, full of team spirit and charged with adrenaline, all in a natural and fun environment! I loved it, let's have another!!!

Luís Silva (Porto)

I'd like to express our thanks to you for choosing to hold your event at our game field and to recognize that, in order to give good service, we also had to rely on your own cooperation. You are certainly one of the best groups we have ever had - the unanimous opinion of all our supervisors. On behalf of the whole No Fear team, THANK YOU VERY MUCH.

**Henrique Cardoso
(Owner of the No Fear game field)**



The first word that occurs to me is AWESOME!!! It was great to see people we didn't know or even people we had never spoken to before, sharing moments of pure adrenaline, in a spirit of mutual help and much, much more... the interpersonal relationship between us will never be the same. I loved the team spirit, the commitment, and even the self-sacrifice shown. It's this spirit that we should ALL have in our daily work, since only this way will we manage to be a strong and enduring team... My personal thanks to all those who were in charge of organizing the event. It was 100% successful ...Congratulations!!

Jorge Teixeira (Porto)



This type of initiative definitely boosts our adrenaline levels. What especially fascinated me was the human contact, the interaction between people in the same company who only knew each other by name or by phone, which is essentially very impersonal. It was very important because it strengthens the ties that bind us together. Now I know who I am talking to and there are still more people to get to know! I suggest the following: we have just celebrated 50 years, why not 51, 52, 53...and so on? We are now fans and totally hooked on these get-togethers!

Carlos Coquim (Coimbra)



An indescribable pleasure, a happy memory and I'm looking forward enormously to future events.

David Marcelo (Lisbon)



We set out for Porto early that morning full of great anticipation regarding the first of ASC's 50th anniversary events. A huge day, in which we were the fastest, the best strategists and the most accurate shots. That's what a great team is all about; that's what a great Group is all about. Thank you, ASC.

Fernando Borda d'Água (Lisbon)



The paintball was a real fun event, so I hope the next events turn out to be just as entertaining. I loved it. Many congratulations to Auto-Sueco Coimbra - it was fantastic...

Rufino Torres (Porto)



Without doubt a day well spent, with fresh experiences and above all a sense of willingness all round.

Filipe Pinheiro (Viseu)



The afternoon couldn't have been better: sun, friends, a pleasant temperature; but when I had to put on the suit for the game of paintball, things really heated up... Despite the bruises (which only appeared that Sunday) it was super fun, I loved it. We are all colleagues, we all work in the same company, and even working in different geographical areas, it seemed like we were together every day. There was great camaraderie. Congratulations to everybody. I'm looking forward to the 2nd event. Because it's true: adrenaline is really habit-forming!!! Thanks to the Management for this opportunity.

Teresa Silva (Porto)



KART RACE



On September 19 in Leiria, the second extreme sports activity was held as part of ASC's 50th anniversary celebrations: the Kart race (Euroindy circuit).

This was clearly one of the company's best attended anniversary events, with more than a hundred participants. A great turnout.

Things started cautiously as people got their bearings. The first two laps saw little risk-taking and few surprises. But as the third lap began, you could feel the racers' competitiveness kick in.

The ASC drivers gritted their teeth and focused entirely on the task at hand. The teams worked like clockwork to solve problems as they arose. It wasn't always easy: a race isn't a race without accidents, breakdowns or vehicles going off the track.

But everyone, absolutely everyone, met these challenges with a smile on their lips. None of the participants gave up, which shows the vitality and perseverance of everyone who works at ASC.

Finally, with everybody gathered around the table for lunch, you could still feel the euphoria and sense of well-being brought on by the adrenaline rush of the race.

It was an excellent way for colleagues to enjoy each other's company.





I took part in the ASC 50th anniversary kart race and I really enjoyed it. Besides the huge adrenaline rush, we were able to share the company of people from other offices we don't get the chance to see so often. Initiatives like this should be applauded and repeated if possible.

Rogério Paulo (Albergaria)



Flying so low... Meeting with so many colleagues in healthy competition at Leiria was a high speed experience. We came home exhausted, but full of good spirits and highly motivated for our daily routine at the company. Thank you, ASC.

Rute Martins (Lisbon)



"The kart race gave us a moment to let off steam, enjoy a change of scenery and share in some healthy competition. It also offered a chance to experience 'in the flesh' the adrenaline rush and excitement of a kart race. I'd like to express my own thanks here."

Roberto Menino (Leiria)



I thought the karting was just awesome. I loved it!!!! We should have more of this, and put our foot right down on the accelerator!!!!

Alfredo Castanheira (Albergaria)



ASC Family (with whom we spend more time than with our actual families). This initiative as part of the 50 year celebrations is to be praised. I'd like to make one request: this type of activity should be held every year. It is this spirit of mutual assistance that can help us, as employees of ASC, to build our future. Congratulations are in order, and I hope they continue to work to bring us all together.

Germano Amaral (Viseu)



Competition, organization, tactics, team spirit, good fun, good company, etc... are some of the adjectives that best describe the event that took place in Leiria under the patronage of the ASC Management. A day which, in addition to the competition, had its high point for me in the gathering of so many staff from the various business units that make up our firm. An initiative that deserves every praise. Congratulations to ASC on its 50th Anniversary!

Pedro Batista (Leiria)



In the context of ASC's 50th anniversary celebrations, I hereby wish to thank the company Management for the opportunity it gave its employees to spend such a pleasant day together, in an activity I particularly enjoy and which, from what I could see, was also to the general delight of all those who took part.

José Abraúl (Leiria)



The track was in fine condition and everything ran smoothly. It was a day well spent among our work colleagues, a welcome escape from the daily routine.

Jorge Cardoso (Viseu)



ALMOST ANYTHING GOES



On October 17 at Quinta dos Cadouços in the Abrantes district, "the mother" of all events took place: Almost Anything Goes, ASC Edition.

Nostalgia for the old TV game show (whose European version ran into the 1990s) helped raise expectations to a level we thought would be very hard to fulfill. Nevertheless, the objective was widely achieved. The location was very pleasant and had ideal facilities for the purpose, offering quality service.

The teams were randomly selected and there was an excellent mood, healthy competition and a feeling of enthusiasm and togetherness that lasted for the whole event. Excitement was constant throughout the ten games. The trials were varied and tested people's physique, strategy and dexterity... and involved lots of water!

Amid the laughter that filled the day, everyone kept saying that something similar really should be arranged every year (in fact, the same opinion or request was expressed after each activity).





A day well spent, with great fun and friendliness among colleagues. Thank you!! Let there be more.

Andreia Reis (Lisbon)



Although I did not directly participate in the games, I could see they were well organized and that the colleagues who took part were having a really good time. The lunch was well served, tasty and plentiful. I think these gatherings are really good, because they help you get to know colleagues with whom you have only spoken over the phone. Really great.

Nazaré Lourenço (Lisbon)



There aren't enough words to describe the successful organization of the ASC 50th Celebration Events. We'd like to congratulate the company on the wonderful and fantastic day they gave us. These AAG games were yet another excellent event which once more allowed us to have great fun together, with a feeling of close friendship and camaraderie among all the participants. Our appreciation and thanks



**Carlos Costa
Paulo Rodrigues
Ricardo Sousa
Teresa Batista (Albergaria)**



We wish to express our gratitude for the way we spent the 17th of this month, in the ALMOST ANYTHING GOES games. The best praise that can be given in place of words are the assessment scores:



SPONSOR (ASC) - 20 POINTS
ORGANIZERS - 19 POINTS
CAMARADERIE - 19 POINTS
GAMES - 19 POINTS
LOCATION - 20 POINTS
Our special thanks to ASC



**Fernando Freire
Fernando Tomé
Artur Gomes
Artur Sá (Porto)**



I feel especially obliged to thank Management for having provided, through these events, unforgettable weekends, in the company of those I now consider as my family. I regret not having been able to attend this activity (family reasons). Even so, after seeing the photos I felt as if I had been there, such is the enjoyment that they reflect... For my part, and out of the sense of loyalty that almost a decade working with the company has instilled in me, I hope there will be more events like this which reflect the age-old maxim: he or she who runs/ works for pleasure can never grow tired.

David Marcelo (Lisbon)



I would like to express my thanks for the outstanding day we were given on October 17 with the Almost Anything Goes games. It was a day without the phone ringing, without formality, and above all a day on which, after 11 years in Auto-Sueco Coimbra, I was able to get to know colleagues I still hadn't had the privilege of meeting personally and in such an enjoyable way. I was able to confirm once again that "WE ARE ALL PART OF THE GREAT ASC TEAM"

Isabel Barão (Lisbon)



More important than the bruises and the aching muscles, which I can still feel, is my gratitude for the fun I had on Saturday (October 17). At the end of every game, as the ten teams gathered for the commemorative medal/souvenir, it was great to see that they weren't ten separate teams, just one: ASC.

António Costa (Sacavém)

On behalf of everyone at Load Moving Equipment, I thank the Management of ASC, as well as the organizers, for the wonderful day we had at the Almost Anything Goes games. We sincerely hope we can maintain this sense of friendship among the whole ASC family.

Load Moving Equipment (Lisbon)



Let me say a few words about the activities that took place as part of the ASC 50 year celebrations.
1st Event – I didn't go. I was sulking, and it was my loss. 2nd Event – Great feeling, great friendship, plenty of competition. 3rd Event – It was a huge success, a change of pace, well organized, full of life, fresh air, color and a great sense of friendliness among the competitors. Congratulations! It was a great idea that the Management of ASC had: giving us the opportunity to get to know each other in out-of-work activities, since these will only reinforce our working relationships. Now that we are on the same wavelength and I feel all the participants share the same spirit, I sincerely hope these events will continue for the next 50 years, not necessarily every year, and we can all work together with ASC's help.
THANKS - until the next event?!

Celinda Costa (Coimbra)



Firstly, I'd like to underline the excellent work carried out so far by those colleagues responsible for the logistics of the events. A really big "CONGRATULATIONS" to all of them!!! What can I say about the activities? Merely that I attended them all and I still can't decide which was the best. My thanks to ASC for the opportunity. I hope that the 51st ASC anniversary events will be as good or even better than this year.

André Nobre (Lisbon)



The responsibility for organizing something that has surprised and fulfilled all the high expectations of so many colleagues becomes ever more difficult and onerous. Our commitment and dedication, joy, friendship and camaraderie, which grow ever stronger and wide-reaching, are our way of rewarding the investment that this company's management has shown in giving us such special days to remember in the history of ASC. From all of us to all of you – Congratulations.

**Rui Robalo
Susana Quintinhas (Lisboa)**



These are moments that only great companies can think up and put into action, "Almost Anything Goes." Without a doubt it was well worth the almost 190 mile journey just to be part of them. Well done to all those who made these moments possible. Thanks.

Aurélio Ataíde (Faro)



I want to thank the Management of Auto-Sueco Coimbra for giving us such an unforgettable day. Concerning the games, I can only say the following:

- Friendliness: Excellent
- Activities: Excellent
- Lunch: Excellent
- Event organizers: more than Excellent

Paulo Neves (Lisbon)



I'd like to share my sense of satisfaction and joy after participating in the Almost Anything Goes games. It was a success at every level: not only in the sense of friendship, but also in team spirit and fellowship... I regret not having gone to the other events, because the spirit of friendship is always great. I also think the success of ASC can be transformed by these 50 year celebrations. The example comes from Management, with its strength, energy, knowledge and commitment, reflected in the majority of its staff. I should like to take this opportunity to thank you for making these facilities available without which it would have been impossible to hold these events. I hope these games will not be the last event to be held.

João Pedro (Faro)



I am writing on behalf of the Lisbon office regarding last Saturday's games. We all had an incredible day in the company of all our colleagues at these really fun games. I hope they will be repeated again next year (but without the injuries).

- Adriano Bexiga**
- António José Silva**
- Pedro Reis**
- Telmo Amaro**
- Rui Patrício**
- Julian Werrett (Lisbon)**



Congratulations to the organizers and participants in the Almost Anything Goes games held October 17. At the end of the day everybody was in agreement – GREAT FUN and above all we all came out on top. A big THANK YOU to ASC Management.

Judite Neves (Lisbon)



The participants in the Almost Anything Goes games from Leiria loved the whole day and its really friendly atmosphere. We hope this will be continued.

Álvaro Matos (Leiria)



Before anything else I'd like to thank the ASC Management for the opportunity they gave us by organizing these three events as part of the ASC 50th anniversary celebrations. They gave us unforgettable moments of togetherness, joy and fellowship amongst all the employees who participated. I'd also like to put forward the wish that we can organize further similar activities in the future.

Rui Santos (Lisbon)



PHOTO CONTEST

As part of ASC's 50th anniversary, besides the scheduled festivities and sports events, there is also a monthly photo contest with a different theme each month.

To enter, employees submitted photos that had to meet certain criteria set by the judges:

- There must be an obvious connection with the contest theme;
- Pictures should feature unexpected images taken from unusual angles;
- Entries should feature original interpretations of the month's contest theme.

The winning photo will be printed on cloth and exhibited in one of the company's facilities, and the winner's prize will be a voucher for photographic services.



Life's Pleasures

PAULO MIGUEL - Volrent,
July winner



Architecture

PAULO MIGUEL - Volrent,
August winner



ASC Angles

JORGE TEIXEIRA - ASC Porto,
September winner

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A N I V E R S Á R I O

