

## **Excelway, S.L.U. a new company from AUSA Group**

AUSA has based its strength and its growth in recent years in a diversification of markets and products that has allowed it to continue growing in times of crisis. Product diversification has led AUSA to have two product ranges, Industrial (oriented to construction, agriculture, mining, etc.) and Urban (oriented to municipal and private cleaning, maintenance and conservation).

After a few years of both market and product recovery, AUSA, within its strategic growth plan, has taken the decision to strengthen the Urban division with its own autonomy to continue its growth and facilitate the focus on a highly specialized business. AUSA Group understands that the growth of the Urban product range must lead to a change in structure and a commitment to a key business in the future growth plans of the company.

To reach this focus and specialization, the creation of a new company named Excelway, S.L.U, totally owned by the AUSA Group, but with total autonomy for business development has been decided. The historical values of AUSA of compact, robust and low maintenance cost equipment, together with a new orientation exclusively for the environmental sector of Excelway.

This new company will be led by Alberto Ortega, Bachelor in Business, as General Manager, who has been working in the AUSA Group since 2011, and who has helped the past development of the urban product range and its international expansion. Professional with extensive experience in the sector that without any doubt will help the growth of the new company.