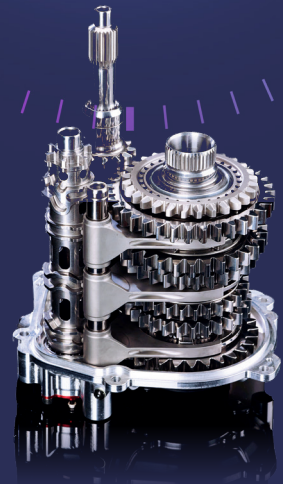


**SADEV,  
DESIGNING, MANUFACTURING AND  
ASSEMBLING TRANSMISSIONS SOLUTIONS  
FOR MOTORSPORT IN FRANCE, VENDEE**

## **CELEBRATES ITS 50<sup>th</sup> ANNIVERSARY IN 2024 AND SPEED UP !**

Driven by his passion for motorsport, Benoît Vincendeau founded SADEV in 1974. Anchored in the Vendée bocage, it was in the early 80s that the family business began designing and manufacturing gearboxes for Motorsport applications, with a passion that became a requirement: winning titles!

SADEV, the world leader in transmissions for motorsport, is now celebrating its 50th anniversary, and is making no secret of its ambitions in an ever-changing market: to double in size within the next 5 years, and to establish a strong international presence based on its know-how and employees.



### **1. SADEV, a strong anchor in Vendée with international ambitions for victory**

In 1974, founder Benoît Vincendeau turned his passion for Motorsports into a profession, that turns into a French success story. It is right in the heart of Vendée region, in Saint-Prouant, that SADEV designs, manufactures and assembles gearboxes for Motorsports. Today, SADEV supplies the majority of existing motorsports applications and works alongside leading car manufacturers et private customers worldwide.

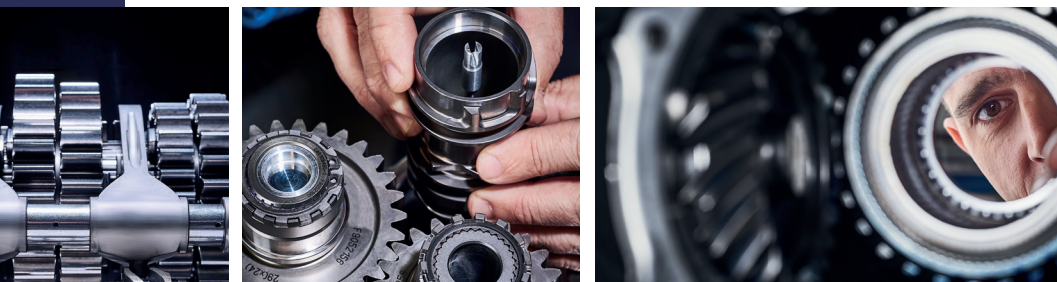
Rallycross, Off-Road, Rally, Single-seater, Endurance... SADEV is involved in many motorsport championships, including the most prestigious. In each field, SADEV innovates, designs and manufactures transmissions solutions adapted to the application.

Since its creation SADEV has relied on a skilful balance of highly qualified employees, cutting-edge technology and strategic vision. Over the years, SADEV has established itself as the gearbox specialist and reference for all new thermal, electric, hydrogen and hybrid projects across the world. The first step towards international development was taken over 10 years ago with the creation of VADP (Production unit in Portugal) and SADEV Transmission Inc. (Commercial subsidiary and technical support in USA).

If the taste for competition and performance, the quest for excellence and the desire to constantly push itself have been an integral part of SADEV's values since day one, they are also echoed in the new page the Company's Presidents Sébastien and Bertrand Vincendeau, and the CEO Laurent Dubuche intend to write : the SADEV Generation.2 Project.

### **SADEV, key figures**

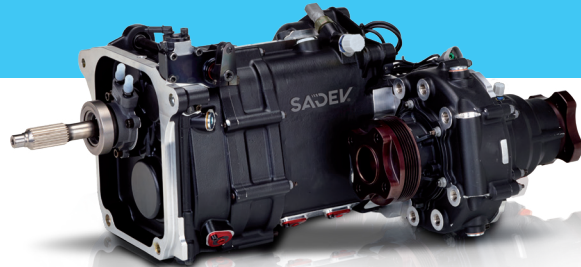
- Founded in **1974**
- **34 € Millions** Turnover in **2023**
- **Motorsport transmission leader** with a **fully integrated process**
- **Investment of 10€ Millions over 5 years in R&D and Production**
- **270 employees committed to victory**
- **70% of turnover** earned through **exports**
- Network of **18 distributors** across the globe and **105 countries** covered
- **2 international establishments:**  
Production unit in **Portugal**  
/ Commercial subsidiary and technical support in **USA**
- A major transmissions supplier: **35 world championship titles** (10 victories in DAKAR, 6 world titles in WRC, 4 world titles in Formula E, 7 world titles in Rallycross)



*"Motorsport is changing, and we are at the dawn of a new era in which other markets are opening their arms to us. As we celebrate SADEV's 50th anniversary with our father, who passed on the torch to us, the story is really just beginning with a new project : SADEV Generation.2 Project. We are proud to involve all our employees in this project.*

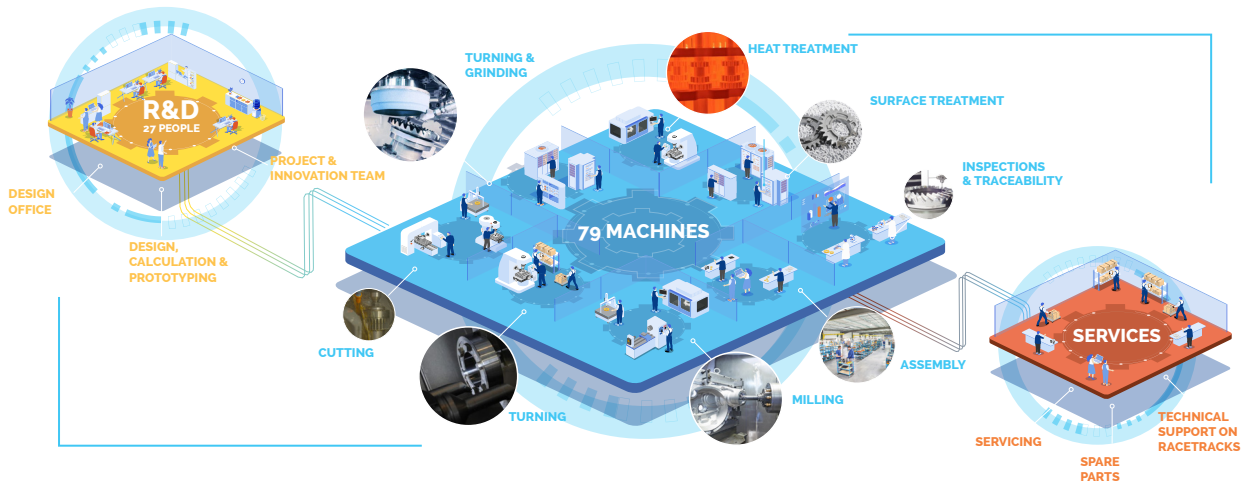
*It marks the start of a clear ambition: To adapt our industrial dimension in order to grow, mainly internationally, and to double in size within 5 years based on SADEV's strengths over the past 50 years: Its know-how, skills and the commitments of its 270 employees"*

Explain Bertrand and Sébastien Vincendeau, Presidents of SADEV.



## 2. Industrial Excellence: Innovation as a driving force

As an industrial expert in transmissions, SADEV controls the entire production chain, from design to assembly of transmissions components.



## 3. 50 years of passion dedicated to Motorsports!

2024 is a year of celebration for SADEV. Starting with a 2 days of "Open doors" where gathered around Sébastien and Bertrand Vincendeau, Présidents, and Laurent Dubuche, CEO, all the company's stakeholders have taken part to the celebrations. The program included a guided tour of the company, highlighting the know-how and expertise of SADEV, as well as ground-breaking announcements such as the partnership with an internationally renowned ambassador, Sébastien Loeb.





Laurent DUBUCHE  
CEO

*"For 50 years, SADEV Racing transmission has written a remarkable story of passion, innovation and success in the exciting world of Motorsport. Our journey began with a simple ambition: to offer cutting-edge transmission solutions, adapted to the most extreme demands of motorsports. Over the decades, we've combined traditional skills with advanced technology to develop reliable, high-performance, tailor-made products.*

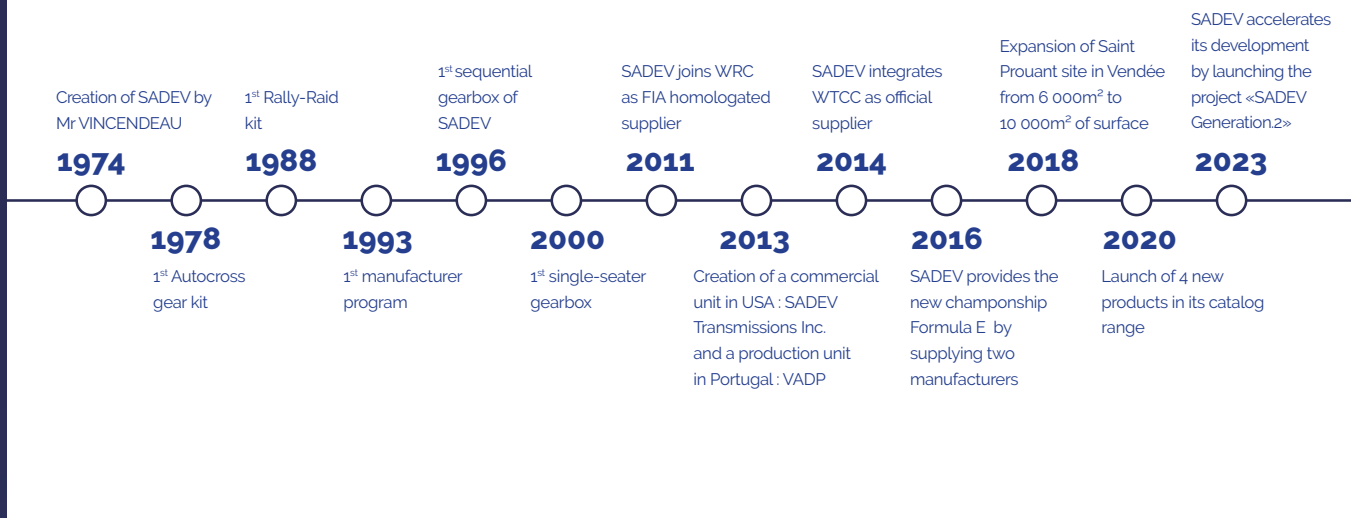
*Over the past fifty years, we've forged close ties with some of the world's most prestigious teams. Our transmissions have contributed to numerous successes, from stunning victories to world championships titles.*

*But our adventure doesn't stop here! Building on our Vincendeau family heritage and expertise, we face the coming decades with the same determination and passion. We continue to invest in research and development, exploring new technologies and pushing back the frontiers of engineering to offer our customers ever more effective solutions. And there is no doubt that we'll be expanding internationally too !*

*In this year of anniversary, we celebrate not only our past achievements but also the promising future that lies ahead. Our warmest thanks go to all our employees who have helped make SADEV Racing Transmission a pillar of the Motorsport industry.*

*Together, let's continue to push back the boundaries and take motorsport to the new heights of performance and success."*

## 4. 13 milestones for SADEV since 1974



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