

Press release Calendar Week 51/I

Rameder Acquires France Attelage, the Leading eCommerce Retailer For Tow Bars in France

Rameder, the largest European eCommerce retailer for tow bars, today announced that it has signed a definitive agreement to acquire France Attelage, the leading online retailer for tow bars in France (www.france-attelage.com). The acquisition is expected to close in January.

Rameder is the largest eCommerce supplier for tow bars and wiring kits to the independent aftermarket in Europe. The company ships 240,000 tow bars per year and generates sales of EUR 57m.

The acquisition of the French market leader France Attelage marks a further milestone in Rameder's European growth strategy. „France is the second largest market for tow bars in Europe, behind our core market Germany, and offers strong growth potential for online retailers in the automotive aftermarket.“ says Rameder's management.

As part of its European growth strategy, Rameder has already established subsidiaries in Switzerland and Finland earlier this year. The company plans to continue its expansion in Europe through foreign subsidiaries and acquisitions.

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