

Press release Calendar Week 41/I

Rameder is pushing ahead with its internationalisation strategy

Expansion in the Czech market by taking over the ELSA GROUP s.r.o.

With nearly 300,000 towbars delivered to clients and an annual turnover of around EUR 70 million, **Rameder** is by far the European market leader in retrofitting towbars and electrical sets. With the acquisition of the ELSA GROUP s.r.o. in the Czech Republic, this leadership position will now be further expanded.

"With the ELSA GROUP, Rameder is further expanding its international market leadership and can now better serve the Czech market with its own company, locally based. We have thus created the basis for further growth in the Eastern European markets. The Czech market is very interesting for us, as we still see great growth potential here. Therefore, it was a logical step for us to acquire ELSA, the market leader in towbars in the Czech Republic", said the management representatives of **Rameder**.

The acquisition of ELSA GROUP s.r.o. is the second acquisition carried out by **Rameder** within two years following the acquisition of the French market leader France Attelage, at the end of 2016.

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Press contact: **Rameder**; Jens Waldmann, Am Eichberg Flauer 1; D-07338 Leutenberg OT Munschwitz; Phone: +49-36734/35-750; Fax: +49-36734/35-753; Email: j.waldmann@kupplung.de

Press contact: **IKmedia GmbH**; Oliver Schielein; Andreas Hempfling; Friedenstraße 33; D-90571 Schwaig b. Nürnberg; Phone: +49-911/570320-16; Fax: +49-911/570320-69; Email: ah@ikmedia.de