

## Press release Calendar Week 12/I

### **Rameder is pushing ahead with its internationalisation strategy**

#### **Expansion in the Swedish market by acquiring a majority stake in BilX Nordic AB**

With over 300,000 towbars delivered to clients and an annual turnover of more than EUR 70 million, **Rameder** is by far the European market leader in retrofitting towbars and electrical sets.

With the acquisition of a majority stake in BilX Nordic AB (operating under the brand **Dragkrokslagret**) in Sweden, this leadership position will now be further expanded.

"Since 2015 we have been successfully growing our Swedish business and continue to see further growth potential. By partnering with **Dragkrokslagret** we have now acquired a majority stake in the Swedish market leader that also installs nearly half of its sold tow bars. We are very happy that the seller who has founded and successfully developed the business since 2008, remains on board as shareholder and managing director jointly benefitting from the growth over the next years", said the management Stefan Bertelshofer and Dirk Schoeler of **Rameder**.

The acquisition of BilX Nordic AB is the third acquisition carried out by **Rameder** within three years following the acquisition of the Czech market leader ELSA GROUP s.r.o in October 2018 and the acquisition of the French market leader France Attelage in December 2016.

The international private equity investor FSN Capital together with management has invested in **Rameder** early this year. Under the new shareholders **Rameder** will accelerate the growth organically, and through M&A activities across Europe to further strengthen its market leading position in Europe.

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