

PRESS RELEASE 2021 – WEEK XX

Takeover of Scopia

Rameder strengthens its market leading position for towbars in France

As Europe's largest supplier of towbars and transport systems, Rameder from Germany continues its growth strategy with another international acquisition in France.

After acquiring the French market leader "France Attelage" in 2016, **Rameder** is now taking over Scopia – the number two in the country with its two online shops attelage-remorque.com and attelage.jaccroche.com. Scopia was founded more than ten years ago and sells towbars and electrical kits, bike carriers, roof boxes and bodies for commercial vehicles. The headquarters of the company are in Pornichet on the French Atlantic coast, along with the company's own warehouse.

Towbars from the brands HOOK, IMIOŁA and AUTO-HAK are prepared for delivery in Pornichet. With its partner network, Scopia also offers towbar installation. **Rameder** now wants to expand these services further to improve customer service through shorter delivery times and extended customer care.

With the acquisition on June 1, 2021, **Rameder** has further expanded its position on the very important French market and strengthened its standing as European market leader in the field of towbars, roof boxes and bike carriers. **Rameder** is now also active in the French market with its own name and online shop at rameder.fr.

"The acquisition of Scopia in France is another step for **Rameder** to continue its growth and drive internationalization together with the partner FSN Capital," Florian Welz (CEO) explains the first successful milestone project of the new management.

As recently as November 2020, **Rameder** took over the company Supertrade Sweden AB with the brand Dragkrokskungen in Sweden to become the market leader there overnight.

The **Rameder Group** with headquarters in Thuringia in Germany delivers 500,000 towbars throughout Europe every year, achieving a turnover of around 140 million euros. The Group currently has over 400 employees in six different countries.

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