



Dealsflash

Sale of Brayleys Motor Group

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Paul Brayley
Brayleys Motor Group

Company sale

Majority stake acquisition of Brayleys Motor Group

Dubai-based AW Rostamani has acquired a majority stake in Brayleys Motor Group, the home counties based multi-franchise dealer group, whose franchises include Honda, Kia, Mazda and Renault/Dacia. This is the first acquisition in the UK for AW Rostamani, which purchased the group for an undisclosed sum.

Through the addition of new franchises and bolt-on acquisitions since 2012, Brayleys has grown rapidly and took its sales from £46 million to the £120 million mark in 2017.

Paul Brayley, founder and managing director, said that he hoped the investment would help to continue to deliver organic growth in the future.

The deal

Our automotive team, led by Paul Daly, advised Brayley on the sale. Daly said "AW Rostamani represent the latest international investor into the UK automotive retail market. Despite the domestic focus and uncertainty caused by Brexit, it is clear that the UK remains an attractive prospect underpinned by stable property values, consistent consumer demand and an established protective legal framework."

"The Brayley business provides a fantastic platform for them to launch their UK operations and I'm sure the business will now grow and develop further under Paul's continuing strong leadership."

As part of the sale, Brayley retains a shareholding in the company he established in 2003, which he will continue to run with his existing management team under the Brayley name.

Commenting on the sale, Brayley said "As a family-run business like Brayleys, AW Rostamani understood our customer service-led culture and principle values perfectly, so we are delighted that such a highly successful and internationally respected business has chosen Brayleys as its first automotive investment in the UK."

"We're excited at the prospect of building our network further in the years ahead with existing franchise partners, as well as exploring potential new manufacturer opportunities, not to mention the enhancement of career development potential for our team of almost 250 staff."



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Paul Daly
Partner
UHY Hacker Young

How we can help you

Our team of automotive specialists at UHY have significant experience in advising and supporting business owners with their exit planning. Whether you are looking to buy or sell a business, our services are tailored to meet your individual requirements.

We can advise you on the entire transaction, from initial approaches to negotiations and completion, or carry out individual tasks, including:

- selection of target or finding the best buyer
- initial approaches
- timetable and planning
- assessment and/or due diligence
- negotiations and deal structuring
- raising finance
- valuation and getting the right price
- tax mitigation and investment planning.

The next step

For further advice please contact:

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Or visit our dedicated automotive page for further information:

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