



## Societex CF assists the shareholders of MW Meccanica in the transfer of their Aumiot Motos and Aumiot Loisirs dealerships

Motorbike & scooter dealer

**TRAL**  
FINANCE

acquired 100% of the capital of

**AUMIOT**  
MOTOS

**AUMIOT**  
LOISIRS

 **societex**  
CORPORATE FINANCE

SELLERS ADVISOR

- Founded in 1937 in Villefranche-sur-Saône under the name Aumiot Cycles, the dealership initially sold and repaired cycles. Over the years, the family's successors transformed it into a motorbike dealership, and it became an exclusive Honda dealership in 1987. Its geographical location means it benefits from a dynamic catchment area close to Lyon.
- Taken over in 2018 by Pascal MARCHETTI, the dealership exclusively distributes the Honda brand (combustion and off-road vehicles - the true DNA of Aumiot Motos). It has become one of the leading Honda dealerships regionally and nationally (among the top 10 in France).
- In 2020, the dealership will continue to expand by diversifying its offering through its new subsidiary Aumiot Loisirs, dedicated to urban and electric mobility (2/3 RM: motorbikes, scooters and bicycles) with brands such as GasGas, Husqvarna, Peugeot, Super Soco...
- In addition to its vehicle sales business, Aumiot offers a selection of accessories and rider equipment through its Dafy franchise, as well as associated services (short-term hire, financing, insurance, etc.). It also has a workshop in Beynost.

- TRAL Finance, represented by Roch Wolville (a former rally driver and John Deere dealer), took part in the competitive process set up by Societex CF.



## Press release – October 2023

### Our consulting mission

- SOCIETEX CF was exclusively commissioned by MW Meccanica's shareholders in the context of the sale of the Companies to advise and assist them in identifying strategic buyers willing to support the Group's next phase of development. A competitive process was put in place, demonstrating the interest of many players in the ecosystem.

### SOCIETEX CF team



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### Participants

#### Sell-side

- **MW Meccanica** (Pascal MARCHETTI, investisseurs privés)
- **Advisors :**
  - M&A Advisors : Societex CF (Jean-Jacques VAURY, Elie ACHDDOU, Babacar NDAW-BASTIEN)
  - Corporate Lawyers : Cefides Avocats (Laurence CASTANO, Capucine FIARD)
  - Certified accountant : BDO (Yannick POINTEAU)

#### Buy-side

- **Financière TRAL** (Roch WOLVILLE)
- **Advisors :**
  - Corporate Lawyers : Pivoine Avocats (Barbara BRAU, Ghislaine BETTON, Valentine BERNARD)
  - Financial Advisors : KPMG (Bernard CLAIR, Linda SAHLI, Mathieu DRUGUET, Mallorie ZANOL)
- **Financing :**
  - Banque Populaire AURA (Denis EVAUX)
  - BNP Bourgogne-Franche-Comté (Louis CHAPON)