



Societex CF assists the shareholders of MW Meccanica in the transfer of their SpringBike 69 dealership (E.M. Motos)

MOTORBIKE & SCOOTER DEALER

MANAGER BUYER & PRIVATE INVESTOR

acquired 100% of the capital of

**SPRING
BIKE69**

 **societex**
CORPORATE FINANCE

SELLERS ADVISOR

- Founded in 2005, SpringBike 69 (E.M. Motos) is a two-wheel dealership in a prime location in Limas (Rhône), near Lyon.
- Taken over in 2018 by Pascal MARCHETTI, the dealership distributes two major brands in the motorbike market: Yamaha and Kawasaki, in the internal combustion and off-road segments.
- In recent years, SpringBike 69 has become one of the leading dealerships in the catchment area for these brands.
- In addition to its vehicle sales business, E.M. Motos offers a selection of Dainese accessories and rider equipment, as well as associated services (short-term hire, financing, insurance, etc.).
- In 2021, SpringBike 69 moved premises and acquired a brand new showroom, doubling its surface area to around 1,200m² of sales space.

- Matthieu PERRIN, manager of the SpringBike 69 dealership, and Jean-Marie DEGENEVE, investor-entrepreneur, 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 connection with the sale of the company to advise and assist them in identifying strategic buyers willing to support the company's next phase of development. A competitive process was put in place, demonstrating the interest of many players in the ecosystem.

SOCIETEX CF team



Jean-Jacques VAURY
Vice-CEO

jean-jacques.vaury@societex.com



Elie ACHDDOU
Director

elie.achddou@societex.com



Babacar NDAW-BASTIEN
Analyst

babacar.ndaw-bastien@societex.com

Participants

Sell-side

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

Buy-side

- **Manager repreneur & investisseur privé** (Matthieu PERRIN, Jean-Marie DEGENEVE)
- **Advisors :**
 - Corporate Lawyers : Epsilon Avocats (André RICCI, Baptiste WOESTELANDT)
 - Finance Advisors: Nosvia (Ghislain RAMON, Nicolas FAUDOT)