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Azet expands its car classifieds portfolio through the acquisition of Autovia.sk

Zürich (ots) -

The leading Slovakian internet portal Azet.sk, in which Ringier Axel Springer Slovakia holds the majority, acquired 100 percent of the shares of Autovia.sk from Alma Media. Autovia.sk is the third most visited online car market place in Slovakia.

Launched in 2001, Autovia.sk reaches 280,933 real users (source: Gemius Explorer, 01/2013) on a monthly base. The portal was the first online car classified website in Slovakia, offering the possibility to buy and sell new and used cars as well as motorcycles, spare parts, trucks and caravans. Moreover, Autovia.sk provides a variety of services such as a directory of local car dealers, templates for contracts, statistics about price development for specific car models as well as news and tests of cars.

Azet.sk, which already operates the Slovak car classified portal Autobazar.sk, will use its market position to further develop the brand into a strong platform for consumers and business partners.

"With this acquisition, Azet.sk has taken an important strategic step for the future expansion of its online classifieds portfolio in Slovakia and in order to strengthen our market position," says Milan Dubec, Director General of Azet.sk.

About Ringier Axel Springer Media AG:

Ringier Axel Springer Media AG was founded in 2010 by the Swiss Ringier AG and the German Axel Springer AG and bundles the two shareholders' activities in Central and Eastern Europe. The company operates in the four growth markets of Poland, the Czech Republic, Slovakia and Serbia with a broad media portfolio made up of more than 130 online and print services. The company has its headquarters in Zurich and employs a total of around 3,100 people.

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