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Rameder Group / Rameder strengthens its position as European market leader through expansion into Southern Europe



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Rameder Group continues its European expansion by partnering with the automotive transport solutions provider Enganches Aragón in Spain. With this expansion, Rameder further strengthens its position as a leading full-range supplier of towbars and transport solutions in Europe.

The Rameder Group is the largest full-service provider of transport solutions in the European market with 27 online stores across 28 countries. With Enganches Aragón, Rameder partners with the strongest brand in Southern Europe: Aragón is the market and innovation leader for customized transport solutions in Spain, Portugal and Italy.

Dr. David Gabrysch, CEO of the Rameder Group: "Our investment in the Southern European market leader is an important strategic step in the expansion of our European footprint. The innovative carrier products from Enganches Aragón not only open up the market in Southern Europe, but also supplement our product portfolio with highly innovative transport solutions that are tailored to the needs of our customers."

The Rameder Group offers a wide range of transportation solutions for all cars, commercial vehicles and motorhomes. Innovative products of Aragón such as the 'TowBox' and 'TowCar', allow customers to quickly and considerably increase the load volume of their vehicles. The primary difference to conventional roof transport solutions is the ability to easily mount the transport solution on the trailer coupling. Shifting the transport load from the roof to the rear not only facilitates the loading, but also materially improves the aerodynamics of the vehicle, leading to noticeably reduced fuel consumption and an increased range for electric vehicles.

"Rameder is the strongest brand in Europe and stands for the highest quality in transportation solutions. Our innovative carrier products perfectly complement the group's portfolio. We are proud to now be part of this successful group and will grow together in Europe," explains Fernando Benito Monreal, Managing Director Enganches Aragón.

About Rameder The Rameder Group is Europe's market leader for towbars and transport solutions. On [rameder.eu](https://www.rameder.eu) and numerous European online stores in 28 countries, Rameder sells a comprehensive range of transport solutions and accessories for B2B and B2C customers, such as tow bars, bicycle carriers, roof boxes and roof racks as well as rear transport solutions. With over 100 own installation workshops in Europe, Rameder is the expert for professional retrofitting. Rameder was founded in 1996 as a family business. Today, the company is owned by the leading Norwegian private equity firm FSN Capital Partners and employs over 500 people. More information can be found at: <https://www.rameder.eu>

About Enganches Aragón

Enganches Aragón, founded in 1992 and located in Saragossa (Spain) designs, produces and markets, under the brands Enganches Aragón and TowCar, transport solutions on the vehicle's tow ball: towbars, wiring kits, TowBox luggage racks, bike racks, motorbike carriers and ski racks. Experts in electronic solutions, the company extends services with IT solutions such as "Aragón Visual" - step-by-step assembly videos - or using augmented reality showing the customer every TowBox mounted on its own

vehicle.

More information can be found at: <https://www.enganchesaragon.com/en>

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