

Maxifren sold to Aftermarket Solutions

Maxifren, the wholesale distributor of heavy-duty brake and clutch products to the independent automotive aftermarket, has been sold to Aftermarket Solutions (AS), a subsidiary of Imperial Holdings Group.

The acquisition includes (1) ownership of the brand name Ferobrake, which is a nationwide network of independently owned clutch and brake businesses that have the right to trade with the name Ferobrake; and (2) exclusive distribution rights to Ferodo Commercial Vehicle Brake Linings in South Africa and some neighbouring countries by agreement with Federal-Mogul Motorparts, South Africa.



"The combined effort of Maxifren distributing Ferodo through Ferobrake will allow us to pursue our growth strategy for the commercial vehicle sector," says Stefan le Roux, director of the Commercial Vehicle Division at AS. "AS being the leader in the replacement automotive parts industry allows us to not only open up additional marketing scope for Ferobrake, but also finance the future of Maxifren and enable the entity to grow its market position."

Established in 2005 by B&U Holdings, Maxifren has already undergone impressive growth, expanding from a warehouse in Epping, Cape Town into Gauteng. Under highly experienced senior management, the company has both grown Ferobrake's solid standing in the market and cemented its association with other Original Equipment brands, including Ferodo, Sachs and its own brand of Covata Clutch Systems.

The nationwide Ferobrake dealership network will retain its identity, as will Maxifren and its warehousing structures. Both will, however, benefit from the massive marketing and franchising insight, systems and resources that AS has built up over the years through Midas, ADCO, ACD, CBS, Motolek, Battery Hub and Silverton Radiator Services franchisees, with a 700-store-strong footprint in place.

Maxifren MD Barrie Taylor says, "We operate in the same channel as AS, and use the same operating systems, so we don't anticipate much disruption as a result of the acquisition. Of significant importance is that where Maxifren is well connected internationally with Covata Clutch Systems, AS has for many decades been involved in the sourcing and procurement of many other brands, and this knowledge can only benefit us in growing Covata and other products too."

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