

Ariens Company announces acquisition of Germany company

Acquisition expands company's international reach

The Brillion News

BRILLION – Ariens Company announced last week its latest move with the acquisition of Germany-based AS-motor.

The company said the move complement's Ariens' strategic international growth plans.

AS-Motor is a third-generation family-run enterprise and has been a quality manufacturer of professional mowing solutions for high grass and slopes since 1959. The company employs 140 people.

Headquartered in Buhlertann, Southern Germany, AS-Motor products are sold through 300 dealers in Germany, over 100 dealers in France and distributors throughout the rest of Europe and the world.

"We're happy to welcome AS-Motor into the Ariens Company

family of brands," Ariens Company Chairman and CEO Dan Ariens said.

"The values of AS-Motor align closely with the Ariens Company core values to be honest, be fair, keep our commitments, respect the individual and encourage intellectual curiosity. This acquisition allows for the expansion of both company's reach across Europe," Ariens added.

Ariens Company, stylized by the company as AriensCo, has locations in the United Kingdom and Scandinavia with a 112,000-square-foot

manufacturing and distribution facility, over 150 employees, over 750 dealers across the U.K., Norway, Denmark and Sweden.

Both AS-Motors and Ariens Company are experiencing continued high demand and the broadened product portfolio complements both companies' long-range goals. Ariens Company and AS-Motor will leverage the combined European sales and marketing infrastructure to expand the reach of both brands.

About AS-Motor GmbH:

AS-Motor GmbH, based in Buhlertann, has been developing and producing motorized special equipment for garden and landscape maintenance since 1959 and has coined the term Allmäher. The machines from AS-Motor are made for extreme requirements, such as slopes or high grass. The Swabian company employs over 140 people and manufactures most of the components itself.

For more information, visit www.as-motor.de.