

PRESS CONTACT

MANNHEIM 2 June 2021

SCHILLING, ZUTT & ANSCHÜTZ ADVISES BIHR ON THE ACQUISITION OF PAASCHBURG & WUNDERLICH

A Schilling, Zutt & Anschütz team led by Silvio Cappellari and Dr Florian Schumacher has provided extensive legal advice to Belgian company Bihr NV in connection with the acquisition of Paaschburg & Wunderlich GmbH (P&W), a company based in Glinde. The transaction supports Bihr's objective to strengthen its market position in Europe, in particular in Germany. The intention is to benefit from the distribution network of P&W in order to provide greater reach for the brands marketed by Bihr. Conversely, sales of P&W's motorcycle parts and accessories will be accelerated by capitalizing on the distribution network of Bihr. Furthermore, the recently incorporated US subsidiary of Paaschburg & Wunderlich will serve to introduce Bihr's own brands to the North American market. The parties have agreed not to disclose the purchase price.

Headquartered in Belgium, **Bihr** is a leading European distributor of pilot equipment, spare parts, accessories and wheels for motorcycles, quads/all-terrain vehicles (ATVs) and scooters. Established in 1975, the company is based in 14 countries today and offers, among others, the helmet brands Arai and Bell as well as the own clothing brand RST.

Paaschburg & Wunderlich GmbH, founded in 1982 and located in Glinde, is a wholesaler for vehicles and motorcycles as well as spare parts and accessories. Among others, brands such as Highsider, Shin Yo, Takkoni, Ixil, LSL, Motogadget, MRA and Motoprofessional are included in the distribution portfolio of the company.

Advisors to Bihr

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Frankfurt), Dr Rolf Schmich, Dr Christina Kasten (both Tax Law, Mannheim / Frankfurt).

SZA Schilling, Zutt & Anschütz Rechtsanwaltsgesellschaft mbH

Schilling, Zutt & Anschütz has been one of the most respected German business law firms for almost one century. With approximately 100 lawyers and offices in Frankfurt, Mannheim, Munich, and Brussels, the firm advises national and international clients on complex legal issues arising in business.