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# IMAP SEE advises Bartog, leading Slovenian car parts distributor, on sale to Croatian auto parts retailer, Tokić

IMAP is pleased to announce that leading Croatian auto parts retailer, Tokić has acquired 100% of Bartog's operations.

Bartog has been operating for over 25 years and is the leading distributor of tires, car parts and lubricants in the Slovenian aftermarket, with an annual turnover of €60 million. In addition to the recent expansion of its retail chain, the company has developed a workshop franchise, BHS, which serves as a "one-stop shop" to its customers. Its distribution network comprises 36 retail shops and 67 franchised workshops under the BHS and Euroservis brands.

The company's product portfolio consists of over 400,000 items and 100 brands for servicing vehicles of various European and global manufacturers. Bartog has also developed its own brand, BXTREME, primarily for "DIY" programs, which include car care products and batteries. Since 2010, the company has been a member of GROUPAUTO International, one of the largest original spare parts distribution and services networks for commercial and passenger vehicles in the world.

Tokić is the largest selling chain of car parts in Croatia. Through its network comprising 100 outlet stores in Croatia, Bosnia and Herzegovina, it offers 200,000+ different articles across all product categories, representing over 230 brands of the world's largest car parts manufacturers. The parts are used to service all types of passenger cars and light freight cars. The company has 400+ employees and an annual turnover of over €84 million. Tokic is a member of ATR International, a global trade cooperation of leading aftermarket distributors.

The IMAP SEE team, led by Goran Popović and Edisa Zorlak, acted as exclusive transaction advisor to the owners of Bartog on the sale of 100% of the shares in the company.

AUTOMOTIVE 🔄



Largest car parts selling chain in Croatia  
CROATIA

Acquired 100% of Business Operations



Leading distributor of tires and car parts  
in Slovenia  
SLOVENIA



ADVISED ON SALE OF COMPANY

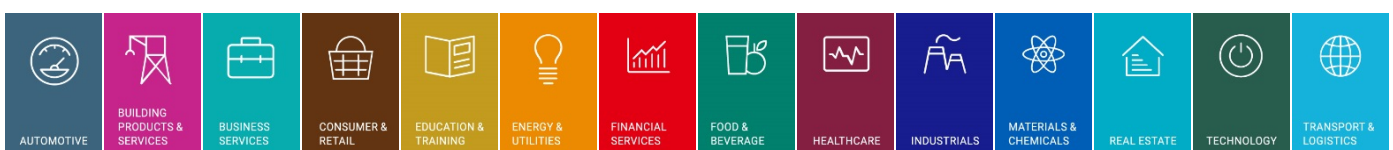


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