

WFW ADVISES TANK & RAST ON ACQUISITION OF MAJORITY SHARE IN FLEET AD

22 JUNE 2018 • PRESS



Watson Farley & Williams (“WFW”) has advised Tank & Rast Group (“Tank & Rast”), Germany’s leading motorway services provider, on the acquisition, via its subsidiary Tank & Rast Entwicklungsgesellschaft mbH, of a majority share in fleet ad GmbH (“fleet ad”), including CologneInvest GmbH’s entire stake. The parties have agreed not to disclose further details of the transaction.

Founded in 2015, Cologne-based fleet ad is the primary provider of interactive digital screens in taxis in Germany. It currently operates more than 3000 taxis in 20 German cities. Through advertising and other digital services available to passengers via said screens, the company reaches more than 40m contacts per month.

This acquisition further expands Tank & Rast’s growing digital business that already operates digital screens in motorway service and petrol stations, airports and city centres. Earlier this year, Tank & Rast acquired travel-app operator fromAtoB, on which WFW also advised them.

The WFW Germany team advising Tank & Rast was led by Frankfurt Corporate Partner Dr Torsten Rosenboom. He was supported by Frankfurt Partners Dr Christoph Naumann (Corporate) and Frederik Lorenzen (Banking & Finance), and Hamburg Partners Dr Andreas Wiegrefe (Employment), Gerrit Bartsch (Tax) and Eckroff Berg (Real Estate). Frankfurt Senior Associates Dr Jan Winzen, Sebastian Ens (both Corporate) and Dr Tom Hartung (Banking & Finance), Associates Dr Robert Schalber, Matthias Murr and Nicolas Persch (all Corporate), and Hamburg Senior Associate Torge Rademacher (IT/IP) and Associates Nora Fleischhauer (Employment) and Dr Nicolaj Faigle (Tax) also assisted.

MEDIA ENQUIRIES



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