



# Transaction Support for Puma Private Equity on a £3.6m investment in Dymag



## Deal overview:

Wilson Partners Corporate Finance was delighted to support Puma Private Equity on an investment of £3.6 million into Dymag Group, the British designer and manufacturer of carbon hybrid automotive wheels.

The investment will be utilised to expand operations and to accelerate development of product pipelines and innovation to manufacturing processes to meet growing demand for carbon hybrid technology, creating a significant number of jobs across design and production capabilities.

Tommy O'Sullivan, Managing Director at Puma Private Equity, said: "Dymag is positively disrupting the automotive wheel market with its new carbon wheel products. Significant investment in its products and processes has strengthened the business and allowed the team to build on the brand's long-standing motorcycle racing heritage. The company is now well-placed to accelerate growth and establish itself as the global leader in this niche market."

## About the parties:

Established in 1974, Dymag is a pioneer in carbon wheel technology and expects a record 2019, with the investment fuelling its global growth plans. Dymag currently employs 32 skilled staff at its base in Chippenham, Wiltshire. The British firm currently works with several of the world's leading performance original equipment manufacturers (OEMs) and has a growing aftermarket presence with regional strategic partners.

Building on its impressive history of innovation and technology in motorsport, Dymag launched the first commercial carbon motorcycle wheel in 1996 and the first carbon hybrid automotive wheel in 2004. Following the growing popularity of electric and hybrid engines and the search to optimise efficiencies in petrol and diesel technology, there has been an increasing flight to carbon. Dymag is well placed to direct this shift, with the support from Puma Private Equity helping the brand position itself for future growth.

Puma Private Equity Limited is the private equity division of Puma Investments. It advises Puma Investments on discretionary funding to SMEs across all sectors, and partners with SME management teams to accelerate growth and help businesses achieve their potential. So far this year, funds managed by Puma Investments have invested GBP25 million into seven companies.

Tommy O'Sullivan, Managing Director at Puma Private Equity said: "Working with the Corporate Finance team at Wilson Partners was a seamless process. Led by Dan James, their reliably efficient transaction support enabled us to close this investment swiftly and launch our partnership with Dymag."

Dan James, Director at Wilson Partners added: "Thrilled to have supported Tommy and the Puma team on this investment into a truly innovative, technology-enabled British manufacturer with exciting contracts in the pipeline and genuine ambition to commercialise carbon hybrid wheels in the automotive sector."