

## **Tyrefix to join Citira, marking Citira's entry into the United Kingdom**

**Tyrefix, a specialist within on-site tire services for off-highway vehicles based in the United Kingdom, will join Citira following an agreement signed today. Through this acquisition, Citira expands its geographic coverage and establishes a platform for continued growth in the UK. Tyrefix marks the next milestone in the group's strategy to build a Northern European circular tire management provider.**

Founded in 1984, Tyrefix has grown to become a nation-wide provider of on-site tire services in the United Kingdom, supporting business customers where uptime, safety and reliability are critical. The company's service model is designed to deliver rapid response and high-quality execution throughout the United Kingdom, minimizing downtime for off-highway and earthmoving machinery. The company's strong market position is underpinned by an experienced management team, a service-oriented organization, and a long-standing track record of operational excellence. Tyrefix's mobile service expertise represents an opportunity for Citira to access customers in new geographies and sectors, and joint value creation together with Citira's other businesses.

*"I am very happy to welcome Oliver, Jon, Steve and the entire Tyrefix team to Citira. Tyrefix's model is unique and has shown great success during several decades, and still has potential for growth across current and new market segments. With Oliver at the helm, I am confident that our expansion into the United Kingdom will become another success story of Citira",* says David Boman, CEO of Citira.

*"Joining Citira allows Tyrefix Group to advance our already strong market position in off-highway tire services, while providing additional solutions to minimize vehicle downtime. By becoming part of a larger organization, Tyrefix Group gains access to additional resources and increased opportunities to accelerate our growth plans",* says Oliver Johnson, CEO of Tyrefix.

Tyrefix will continue to operate under the same name and with the same team. Oliver Johnson, Jon Pitman (CFO) and Steve Bareham (Sales & Marketing Director) will become co-owners of Citira. Through this transaction, investment company Literacy Capital and other minority shareholders will exit their investment in Tyrefix. The transaction will be completed in February.

**Contact**

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**About Citira**

Citira is a circular tire management provider. Our company offers tire service, collection and retreading of worn-out tires, as well as sale and delivery of replacement tires. Our inhouse logistics enables a circular flow of products – delivering replacement tires, while collecting used casings.

Citira strives to make tire management convenient and sustainable for transport companies and vehicle users. Our company supports customers in gaining more uptime, reduce environmental impact, lower costs, and meet safety requirements.

Citira consists of 120+ directly operated service stations, 39 affiliated service stations, 5 retreading sites, 1000+ employees and inhouse logistics covering Northern Europe. Our mission is to keep society moving in a convenient, sustainable way.

For more info visit [citira.com](https://citira.com) and follow us on LinkedIn.