

Brenderup Group presents new products in Boat, Leisure and Snow trailer segments while divesting the Horse trailer segment

With the renewed focus on the trailer business since becoming a stand-alone company in May, 2014, combined with the long heritage as a trailer provider, Brenderup Group is presenting new products in several product segments for 2015.

As the market leader for boat trailers in Scandinavia, Brenderup Group is developing the next generation of boat trailers for the 2015 season, focusing on supporting systems for different type of boats and user friendly loading/unloading methods. The new trailers will be offered through our brands Brenderup, Fogelsta and Ellebi. The new boat trailer program will be launched in our key markets at the following trade shows:

Boot Düsseldorf (DE), 17th – 25th of January, 2015

Båtmässan, Göteborg (SE), 31st of January – 08th of February, 2015

Allt för sjön, Stockholm (SE), 28th of February – 8th March, 2015

Sjöen for alla, Lilleström (NO), 18th - 22nd of March, 2015

Boat Show, Fredricia (DK), 27th of February – 1st of March and 5th -8th of March, 2015

Wind and Water, Warsaw (PL) 12th -15th of February, 2015

In the leisure and professional trailer segments further product updates will be presented for the season 2015. The trailers in series 1000, 2000 and 3000 represent a new and modern design of leisure trailers and additional features for the frequent user are introduced for series 5000.

For the winter season 2014/2015 we have widen our snowmobile trailer offering with in-line models improving driving conditions on snowy roads as well as the usage of the full trailer width, read more on www.bjornlyan.se.

With a declining market for horse trailers and increased competitiveness in the Scandinavian market Brenderup Group has decided to divest the horse trailer segment. We have 2014-12-10 signed a letter of intent with Lennartsfors AB for transferring our current product range. Lennartsfors AB located in Årjäng, Sweden, is manufacturing high quality vehicles for road and terrain.

With a large installed base of horse trailers on the Scandinavian market we will continue to support our dealers and consumers. Through our current sites we will continue to provide spare parts and accessories to current and previous products, handle warranty claims and repairs as well as provide product support.

Horse trailers are since 2012 manufactured in our site in Jönköping, Sweden. With a significant growth in other product segments and distribution channels, requiring additional manufacturing capacity, no employees will be made redundant as a consequence of our decision.

For further information please contact:

Lotta Castell

CEO Brenderup Group

Phone: +46 703 799011

e-mail:

lotta.castell@brenderupgroup.com

Stefan Petersén

Sales Director Brenderup Group

Phone: +46 722 539019

e-mail:

stefan.petersen@brenderupgroup.com

About Brenderup Group

Brenderup Group is Scandinavia's largest and one of Europe's leading developers and manufacturers of trailers for private as well as semi-professional and professional use. The company sells as well as rent out trailers. The Group headquarter is located in Malmö, Sweden, and is represented with sales offices around Europe as well as development, production and assembly plants in Sweden, Denmark and Poland.

Brenderup Group has 430 employees and annual sales of 577 M SEK in 2013.

For more information, please visit www.brenderupgroup.com