



AUTOX

Website:	www.willard.co.za; www.sabat.co.za
Date of investment:	March 2017
Industry:	Manufacturing
Investment partners:	Management
Equity percentage:	Majority stake

Business description:

AutoX is a significant manufacturer and distributor of a range of automotive batteries, predominantly to the South African replacement/aftermarket. The company's product portfolio includes the premium Willard and SABAT brands, as well as house brands; Grand Prix and Hi Fase Batteries. The company's manufacturing facility is located in Korsten, Port Elizabeth and its head office and Gauteng distribution facility in Elandsfontein. AutoX has a national footprint through sales and distribution facilities in Cape Town, Pinetown, Bloemfontein, Port Elizabeth and East London and a presence/branch in Namibia. Combined, these facilities distribute products to approximately 4000 delivery points. AutoX has a significant share of the South African automotive battery market and is a reliable partner for both the major automotive component aftermarket distributors and retailers, as well as to automotive original equipment manufacturers (OEMs).

Trinitas Fund has a majority stake in AutoX with the remaining shareholding held by a management equity pool.

The key success factors for the company include the defensive nature of the business, its long established and strong brands/products and its significant market share. In addition, the integrated manufacturer/distributor business model ensures significant customer reach/penetration which ultimately underpins volumes.

