

ASHRIDGE CAPITAL INVESTS ADDITIONAL GROWTH CAPITAL IN THE MOTORISTS ORGANISATION

Following its initial investment in 2015 and ongoing strong growth, Ashridge capital has invested additional growth capital to enable the business to “land grab” garages and build transactional and recurring subscription revenue.

The Motorists Organisation (“TMO”) has created a platform, “BookMyGarage,” that enables garages to provide real time pricing and drive incremental bookings for MOT’s, car services and repairs; and motorists to search, compare and book online with confidence and price transparency, as well as benefit from offers from garages that are looking to fill last minute available slots.

The management team is led by Douglas Rotberg, a serial operator who has founded and built a number of motor related Internet businesses. Craig Stevens, former Group Sales and Marketing Director of Trader Media Group (which owns AutoTrader) and David Riemenschneider, former CEO of Clifford Thames, have joined the Board alongside David Sherratt as non-executive Directors. Simon Ramery, the founder of Innovation Capital Advisors was an existing NED, having provided advice from inception.