



## **PRESS RELEASE**

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### **MARTINS Adds Bruno Wessel and Road Grip Tire Stud Brands to Its Portfolio**

**Farnham (QC), Canada** – MARTINS is pleased to announce that, as part of its growth strategy, it has completed the acquisition of the Bruno Wessel and Road Grip brands, both specializing in tire studs for a wide range of applications.

Bruno Wessel and Road Grip offer a complete range of high-quality tire studs addressing the needs of passenger cars, light trucks, heavy-duty trucks, highway tractors, snowplows and mining equipment, as well as sport or intensive uses such as rally, motocross, ice racing, motorcycles and ATVs. The product lineup includes lightweight aluminum or steel studs, as well as screw-in studs engineered to meet the highest standards of performance and durability.

With the integration of Bruno Wessel and Road Grip, MARTINS expands its offering with a new family of products focused on tire safety and performance.

*"With this new acquisition — the fifth completed by MARTINS in recent years — we are further expanding our product range and reinforcing MARTINS' position as a key player in the tire industry. By integrating solutions that enhance road grip and traction on ice and snow, we are strengthening our safety offering for users operating in challenging winter conditions.*

*This step is part of our growth strategy, and we remain actively open to other acquisition opportunities that will complement our offering and support our international expansion," said Martin Dépelteau, President of MARTINS.*

For Bruno Wessel, the acquisition represents the continuation of a long-standing family business within the industry. *"We're incredibly excited to see the company my father built more than 50 years ago continue its journey under the MARTINS banner. This acquisition not only secures the proud legacy of Bruno Wessel and team, but also unlocks new growth opportunities and ensures our industry-leading tire studs, tools, and equipment continue to meet our customers' strictest demands for superior quality and exceptional service."* — Garry Wessel, President of Bruno Wessel.

Bruno Wessel and Road Grip products will continue to be developed and distributed while benefiting from MARTINS' international network and industrial expertise.

#### **About MARTINS**

MARTINS is distinguished by its innovation and reliability. The company designs, manufactures, and distributes high-quality equipment and supplies for all types of tires and wheels, aiming to enhance workplace safety and efficiency. With an international presence spanning North America, Europe, United Kingdom, and beyond, the company is well-equipped to meet the needs of diverse sectors. Its expertise and dedication have made it a trusted partner in the industry, helping to achieve maximum efficiency.