

FOCUS Investment Banking Represents T Sportline in its Sale to Kian Capital

FOCUS
Investment Banking

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as a matter of record only.*

TSPORTLINE
WORLD'S FIRST TESLA TUNER

has been acquired by

KIAN
CAPITAL

The undersigned initiated this transaction,
assisted in the negotiations, and acted as
financial advisor to T Sportline.

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Washington, DC, (June 21, 2021) – [FOCUS Investment Banking](#) (“FOCUS”), a national middle market investment banking firm providing merger, acquisition, divestiture, and corporate finance services, announced today that [T Sportline](#) (or the “Company”), a Los Angeles-based e-commerce provider and first mover in the Tesla aftermarket space, has been acquired by [Kian Capital](#) (“Kian”), a private investment firm. FOCUS represented T Sportline in this transaction.

T Sportline is a pioneer and leading provider of premium-branded aftermarket parts and accessories designed specifically for Tesla vehicles. The Company has developed a full suite of custom wheels and interior and exterior accessories that inspire customers interested in upgrading their Model S, Model 3, Model X, Model Y and Roadster with modifications that not only enhance the look of their cars but also provide tangible performance gains. A digitally native business, T Sportline sells direct-to-customer via e-commerce and delivers a rich online content experience for Tesla enthusiasts.

T Sportline was founded in 2013 by Jon Pek and Elie Rothstein who will each remain involved in day-to-day operations post-closing. Pek said, “Kian’s successful track record with automotive aftermarket enthusiast companies and e-commerce business models made them the perfect partner for us as we enter into this next phase of our growth. They share our vision for T Sportline’s potential and have the strategic resources and roadmap to help get us there.”

“It was clear from the start that a partnership with Kian would help further solidify our position in the Tesla aftermarket and leverage that position to expand into other markets,” added Rothstein. “We are confident that Kian will help T Sportline achieve its full potential while also preserving the unique and authentic car culture of the Company.”

“Elie and I thought that the FOCUS team was outstanding throughout this process. We are fortunate to have worked with a professional team of bankers with unmatched expertise in the automotive aftermarket,” added Pek. “They did an excellent job preparing and communicating with us throughout the sale process. The FOCUS team quickly identified Kian as an ideal buyer for T Sportline and we are excited about what we can accomplish over the next few years.”

“T Sportline is an innovative business in the rapidly growing electric vehicle space with a very talented management team in Jon Pek and Elie Rothstein,” commented Rick Cravey, Partner at Kian Capital. “We look forward to working with them to expand the Company’s product line, enter new channels and strengthen its leadership in the Tesla aftermarket. As Kian’s third automotive aftermarket platform in as many years, we are excited about this partnership and how it will further our franchise and advance our record of identifying and driving value in the sector.”

“Jon and Elie have built a tremendous brand by understanding the unique needs of their customer base,” said Giorgio Andonian, Principal at FOCUS. “It was a pleasure working with such passionate business owners and we cannot be more excited for their new partnership that will help propel T Sportline to the next level.”

About T Sportline

[T Sportline](#) has over 30 years of experience in luxury and high-performance tuning on marquee cars, including German, Italian, and Japanese luxury and exotic vehicles. The company has kept pace by launching bespoke customization programs for the Tesla. T Sportline’s critically acclaimed products include carbon fiber aerodynamics, precision-forged and flow-formed wheels, suspension upgrades, and interior accessories. The company’s customization and service center is located in Van Nuys, California. It also has warehouse and distribution centers in Downey and Rancho Dominguez.

About Kian Capital

[Kian Capital](#) is a private investment firm that provides flexible financial resources and additional operational horsepower to scale middle-market businesses, realize aspirations and deliver long-term investment returns through genuine partnership. The team has over 80 years of collective experience providing transformational capital solutions and board-level strategic and operational guidance to founder/owner operated businesses. Kian is a private investment firm with \$425 million of capital under management and a focus on four core industry sectors: consumer, services, specialty manufacturing and value-added distribution.

About FOCUS Investment Banking

With more than three decades of experience, [FOCUS Investment Banking](#) is a trusted name in middle market M&A advisory services worldwide. Whether helping to sell, buy, or raise capital, FOCUS strives to maximize the value of every transaction for the benefit of its clients. Securities transactions conducted by FOCUS Securities LLC, an affiliated company, registered Broker Dealer member FINRA/SIPC. For more information, visit www.focusbankers.com.

*These testimonials may not be representative of the experience of all clients; testimonials are not a guarantee of future performance or success.



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