

FOCUS Investment Banking Represents BROTHERS Mail Order Industries in its Sale to Holley

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Investment Banking

*This announcement appears
as a matter of record only.*

BROTHERS
Your #1 Source for 1947-1987 Chevy & GMC Truck Restoration

has been acquired by

Holley

The undersigned initiated this transaction,
assisted in the negotiations,
and acted as financial advisor to
Brothers Mail Order Industries.

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Washington, DC, (January 24, 2022) – [FOCUS Investment Banking](#) (“FOCUS”), a national middle market investment banking firm providing merger, acquisition, divestiture, and corporate finance services, announced today that [BROTHERS Mail Order Industries](#) (“BROTHERS”), America’s number one source for 1947-87 Chevrolet and GMC truck parts, has been acquired by [Holley](#), the largest and fastest growing platform for performance automotive enthusiasts. FOCUS advised BROTHERS in this transaction.

For over 26 years, BROTHERS has provided high-quality products and built a brand that is well-known in the classic truck industry. BROTHERS has a number of opportunities to develop new markets and Holley is the perfect financial and strategic partner for the next stage of the company’s growth. The acquisition of BROTHERS presents Holley with an exceptional platform for growth and profitability in the classic truck market.

“The team at FOCUS was so helpful and ready and willing to do whatever it took to get things done throughout this transaction,” stated Jim Flanders, Co-Founder of BROTHERS. “As my first, and possibly my last business sale, I appreciated the way they worked with me and my team at BROTHERS to make sure we were informed and involved with all aspects of the process. I look forward to seeing what’s next for us and our new partnership with Holley.”

“We are excited to welcome BROTHERS to the Holley family of enthusiast brands,” said Tom Tomlinson, Holley’s President and CEO. “This acquisition is in a highly strategic product category that is powertrain agnostic with applicability to the emerging opportunity in electric vehicles and electric powertrain conversions. BROTHERS further enhances our offerings in truck and SUV appearance.”

“Holley’s successful track record with automotive aftermarket enthusiast companies and e-commerce business models made them the perfect acquirer for BROTHERS,” said Giorgio Andonian, Principal at FOCUS. “Steve and Jim Flanders have built a tremendous brand by understanding the unique needs of their customer base. BROTHERS brought to market high quality products, detailed installation videos, and quality customer service and became the trusted name in the truck aftermarket. It was a pleasure working with such passionate business owners and we are excited to see where the brand will go in the years to come.”

About BROTHERS Mail Order Industries

[BROTHERS](#) was founded in July 1995 by Steve and Jim Flanders. The two brothers saw an unfulfilled opportunity to offer a full line of restoration parts and accessories for 1947-87 Chevrolet cars and GMC trucks. The brothers set about putting together an exhaustive mail order catalog to satisfy the needs of the truck enthusiast, and they have been able to consistently grow the business ever since.

About Holley

[Holley](#) (NYSE:HLLY) is a leading designer, marketer, and manufacturer of high-performance products for car and truck enthusiasts. Holley offers the largest portfolio of iconic brands that deliver innovation and inspiration to a large and diverse community of millions of avid automotive enthusiasts who are passionate about the performance and personalization of their classic and modern cars. Holley has disrupted the performance category by putting the enthusiast consumer first, developing innovative new products, and building a robust M&A process that has added meaningful scale and diversity to its platform.

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.

FOCUS Investment Banking has been one of the most active M&A advisors in the U.S. automotive aftermarket over the last decade. FOCUS’s Automotive Team has helped dozens of companies in collision repair, tire & service, oil & lube, parts, and automotive distribution achieve their strategic objectives. With over 40 years of experience in the automotive aftermarket completing dozens of successful transactions, our clients trust us to deliver results.

Securities transactions conducted by FOCUS Securities LLC, an affiliated company, registered Broker Dealer member FINRA/SIPC. For more information, visit <https://focusbankers.com/automotive/>.

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