

**DATE**

April 11, 2022

**SECTORS**

Consumer, Leisure & Retail

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



**DEAL TEAM**



**Robert Jones**

Managing Director



**Luka Hennin**

Vice President

---

## Interested in deal announcements?

Subscribe to get regular updates to your inbox

Sign up now

# DC Advisory advised the shareholders of Big Motoring World on its investment from Freshstream



### Background

- Big Motoring World is the UK's leading omni-channel tech-enabled second-hand car platform
- Founded in 1986 by Peter Waddell in Teynham, Big Motoring World is now one of the top ten UK car dealers, with over 650 employees operating from five high-volume, high-capacity retail sites
- Big Motoring World has grown rapidly and is now selling over 22,000 used vehicles per year, prepared in a single-site state-of-the-art facility
- Big Motoring World's operations are underpinned by its proprietary technology platform, X-Ray, which drives best-in-class margins through analytics-driven sourcing, pricing, and stock management
- Big Motoring World has performed well despite the disruption from Covid-19, acquiring two new sites in Peterborough in 2021

### Process

- DC Advisory (DC) was engaged by the shareholders of Big Motoring World to provide strategic advice
- DC worked closely with the management team to develop the business plan and identify the best partner for Big Motoring World's next phase of growth
- DC provided comprehensive financial and strategic advice, including process strategy and tactics, sector insight, and close support in negotiation and transaction documentation

#### **Outcome**

- On 4 April 2022, Freshstream completed its investment in Big Motoring World. The existing management team, led by CEO and Founder Peter Waddell, will remain in place to continue to drive the growth
- DC leveraged its extensive automotive sector and market expertise to deliver a market-leading outcome and meet the objectives of Big Motoring World's shareholders
- In addition to the Freshstream investment, DC also supported Big Motoring World on the acquisition of two additional retail sites from SW Car Supermarket
- The investment from Freshstream will support Big Motoring World in delivering its ambitious growth plans through continued geographical and omni-channel expansion
- This transaction firmly builds on DC's extensive experience in the automotive sector, following the sales of The Car People and CarShop

"It has been an absolute pleasure to work with DC Advisory. Luka and the team were fully committed to the process from commencement to completion. They clearly understood our business drivers and demonstrated passion and expertise to ensure that our investors fully grasped our outstanding market position and ambitions for the future. I am delighted with the outcome and I look forward to continuing to work with the team in the future"

Peter Waddell  
CEO and Founder, Big Motoring World

"This is another great transaction for DC Advisory. The team worked tirelessly and closely with Peter and the Big Motoring World management team to deliver a complex deal in difficult market

conditions”

Robert Jones  
Managing Director, DC Advisory

“It was a pleasure to have advised Peter and John throughout the process. Big Motoring World is a market-leader in the sector and we are excited to see the team deliver continued success alongside Freshstream”

Luka Hennin  
Associate, DC Advisory