



COMMUNIQUÉ

AUGUST DEBOUZY ADVISED CONTINENTAL AG ON THE SALE OF ITS FRENCH SERVICE, DISTRIBUTION AND TIRE RETREADING OPERATIONS TO ASC INVESTMENT



M&A Restructuring Operations | 11/06/26 | Marie-Hélène Bensadoun Laurent Cotret Xavier Rohmer
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August Debouzy advised Continental AG, the German group and one of the world's leading providers of tire solutions and mobility services, on the sale of its French service, distribution and tire retreading operations, ContiTrade France, to ASC Investment.

The transaction, completed on June 1, 2026, notably includes more than 130 BestDrive outlets, two retreading facilities and the administrative functions supporting the tire and vehicle maintenance business, representing more than 1,200 employees and over €250 million in revenue.

The service outlets included in the transaction will remain part of the BestDrive France network under franchise agreements, with ASC becoming Continental's main franchisee. Through this transaction, Continental continues the evolution of its distribution model in France towards a franchised network, while continuing to support its franchisees in the development and diversification of their businesses.

The transaction was implemented pursuant to a *conciliation* protocol approved by a judgment of the *Tribunal de commerce spécialisé de Lille – Métropole* dated April 29, 2026.

With global sales of €39.7 billion and more than 95,000 employees across 54 countries and markets, Continental is one of the leading international suppliers to the automotive industry and a key player in sustainable mobility solutions.

Continental remains fully committed to the French market, notably through its BestDrive France network, which includes more than 200 service outlets across the country.

The August Debouzy team advising the Continental group was led by **Laurent Cotret** (partner) and **Mehdi Abdelouahab** (senior associate) on restructuring and transactional matters, with **Jean-Damien Boulanger** (partner), **Coralie Foucault** (senior associate) and **Ninon Dourousseaud** (associate) on corporate/M&A matters; **Marie-Hélène Bensadoun** and **Diane Reboursier** (partners), and **Alexandre Dumortier** (senior associate) on employment law matters; **Xavier Rohmer** (partner) and **Margaux Chanut** (associate) on tax matters; and **Alexandra Berg-Moussa** (partner) and **Aurélien Micheli** (counsel) on commercial matters.

The conciliation proceedings were conducted under the supervision of Maître Frédéric Abitbol, conciliator and partner at **SCP Abitbol & Rousselet**.

ASC Investment was advised by **Delsol Avocats**, with Emmanuel Kaepelin (partner), Marine Petot (counsel) and Jean Leclercq (associate).
