



# DLA Piper advises on Michelin's sale of Euromaster Danmark



Jens Krogh Petersen  
Partner, Head of Corporate,  
Denmark



Michael Klöcker  
Partner, MBA, Head of Litigation &  
regulatory, Denmark



Christoffer Tolstrup  
Advokat



Magnus Andersen  
Advokatfuldmægtig



Rasmus Ørsted Petersen  
Advokat

Two of Denmark's major tire and auto service chains have taken the first steps in becoming one. NDI Group A/S, which owns the tire and auto service chain *Super Dæk Service*, has agreed to acquire Euromaster Danmark A/S from the Michelin group. The transaction is pending approval by the Danish Competition and Consumer Authority which is expected in the spring of 2022.

The Euromaster brand was established in 1991 and provides a wide range of products and services to help keep your vehicle in the best possible condition. Today, Euromaster Danmark has more than 250 employees in its 37 tire and auto service centers around Denmark. Euromaster Danmark is 100 percent owned by Michelin, the world's largest tire manufacturer, Michelin.

Read the press release [here](#).

Michelin was assisted by a team led by Jens Krogh Petersen, Michael Klöcker, Christoffer Tolstrup, Magnus Andersen and Rasmus Ørsted Petersen.