

Funding Announcement



Caple supports the Management Buyout at Direct Valeting with a long-term, fully unsecured loan

Caple has supported the MBO of Staffordshire-based Direct Valeting Ltd with a an 8-year, fully unsecured loan.

With Headquarters in Newcastle Under Lyme, Direct Valeting provide professional valeting services to motor dealerships located throughout the UK and boast a prestigious client base of over 450 customers, including AM100 top motor dealership Groups such as Lookers, Pendragon, Sytner, Trust Ford, Perry's, Renault Retail Group, PSA Group, Pentagon and Listers. Since forming in the mid-1990's, Direct Valeting has grown to become one of the UK's largest professional valeting service providers to the retail motor dealership sector, offering services of new and used vehicle preparation, display and showroom cleaning and vehicle imagery.

The Management Buy Out was led by Managing Director, Jason Carpenter, Operations Director, Steve Brown and Finance Director, Lesley Murphy. The Management Team, all long standing employees of Direct Valeting, have been responsible for delivering significant turnover and profitability in recent years, whilst also successfully guiding the company through a difficult period during the COVID-19 pandemic. They bought the business from Alcentra a subsidiary of the American, global financial investment company, BNY Mellon.

“It has been a long-term ambition of Jason to be a controlling shareholder in the Company he joined as an employee almost 30 years ago and it is a privilege to have helped make this happen. Jason and the Management Team operate a robust business model with a reliable service offering to a blue-chip customer base and therefore I am sure the Direct Valeting brand will continue to go from strength to strength under the Management Team’s ownership”.

Patrick Lynch, Castle Square Corporate Finance

“Direct Valeting Ltd is well-established and profitable with a clear growth opportunity. However, it is also a prime example of a UK SME who have operational banking facilities from a high-street provider, but who have limited options beyond that. This transaction enables the management team to guide the next phase at Direct Valeting and share directly in the value they will undoubtedly create.”

Sean Brophy, Country Manager, Caple