

# Meyra acquires Richter Reha Technik

Meyra, one of the leading German manufacturers of wheelchairs and suppliers of rehabilitation aids, has acquired the rehabilitation technology company Richter Reha Technik, effective immediately.

Located in Thurnau, Richter Reha Technik occupies a prominent position in the multifunctional electric wheelchair market, making them an ideal addition to Meyra in terms of product range.

Besides expanding the product range, the purchase of Richter Reha Technik also entails the transfer of complex electric wheelchair technology. The acquisition will therefore serve to reinforce the strategic direction of the company, which sees itself as a premium provider of quality care.

Thus far, Richter Reha Technik has concentrated on the markets in Germany, Austria and Italy. Meyra's far-reaching export activities will bring Richter products to more countries and boost the group's international business in a sustainable way. Meyra products are distributed in more than 70 countries.

The acquisition of Richter Reha Technik will increase Meyra's market share in the electric wheelchair segment and improve its market position. The Thurnau location will continue as a service and development location, and will also serve as a further service centre for specialist dealers in addition to the OMS in Kiel, the MSC in Kalldorf and the MSC South in Illerieden. As a result, customers will now receive even better support.

The acquisition of Richter Reha Technik is the first step in Meyra GmbH's expansion strategy, which involves making strategically important purchases in the company's core business areas. Matthias Brumm, CEO of Meyra, is therefore focussing not only on organic growth, but also on driving strategic acquisitions with a view to accelerating Meyra's growth and securing its position as a leading company within the rehabilitation sector.

## **Press information:**

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As a subsidiary of the financially strong and successful Medort Group, MEYRA is one of the world's best known and most successful [manufacturers of wheelchairs and suppliers of rehabilitation aids](#). The sentence "We move people" is our philosophy; it defines the company's conduct. Meyra supports and motivates people with disabilities and allows them to be mobile and independent.