



# fluidtruck

## **BISON CAPITAL PARTNERS V, LP ANNOUNCES INVESTMENT IN FLUID MARKET INC.**

Denver, Co (February 16, 2021) – Bison Capital Partners V, LP ("Bison Capital"), with participation from Ingka Investments (part of Ingka Group, the owner of IKEA retailers), Sumitomo Corporation of Americas, and Fluid Vehicle Owners, completed a \$63.0 million Series A round into Fluid Market Inc. ("Fluid Truck" or the "Company"). Fluid Truck is a technology-enabled vehicle rental solution with software and telematic applications focused on last mile delivery and logistics. Fluid Truck will use the new funding to continue investing in the platform, scale engineering and operation teams and accelerate the launching of new markets.

The Fluid Truck platform offers 24/7 mobile access to commercial trucks and vans available for contactless and on-demand vehicle pick-up within minutes, which empowers businesses to cost-efficiently scale and manage their delivery fleet without additional overhead. Fluid Truck has benefitted from the rapid growth in eCommerce and the resulting demand for faster and more frequent last mile delivery services. Fluid Truck has grown rapidly since its launch in 2018 as a result of strong market demand and its differentiated business model, which offers a superior value proposition to all stakeholders compared to traditional alternatives such as vehicle ownership and other leasing / rental providers (e.g. Enterprise, Hertz, Penske, Ryder).

"Easy and affordable mobility is critical for the success of small and medium-sized businesses," said Andreas Hildebrand, Partner at Bison Capital, and Fluid Truck board member. "Yet the prehistoric tools and models of traditional incumbents often make vehicle rental cumbersome. Fluid Truck's easy-to-use app allows business owners to flexibly and affordably build their fleet, manage employee scheduling on-the-go, and safely operate with GPS tracking and roadside assistance. They've demonstrated their ability to successfully scale, and we're thrilled to partner with the team as they grow and provide individuals and businesses with 24/7 mobile access to a wide array of trucks and vans."

"Fluid Truck is redefining mobility for small business owners," said James Eberhard, founder and CEO of Fluid Truck. "We're continuing to invest in building a powerful platform and diverse vehicle fleet to enable businesses to easily serve their customers and grow without breaking the bank."

### **About Fluid Truck**

Fluid Truck is a peer-to-peer truck sharing platform that offers 24/7 mobile access to a wide array of trucks, vans, and SUVs. The Company is headquartered in Denver, Colorado and backed by Bison Capital, IKEA, Sumitomo Corporation, and Fluid Vehicle Investors. For more information and to get started, simply book online at [www.fluidtruck.com](http://www.fluidtruck.com) and pick-up your vehicle from a convenient nearby location using the Fluid Truck App on the [App Store](#) and [Google Play](#)

[fluidtruck.com](http://fluidtruck.com)

### **About Bison Capital**

Bison Capital is a Los Angeles and New York based private equity firm that makes growth-oriented investments in middle-market companies, for expansion, acquisitions and balance sheet recapitalizations. The firm's primary investment approach is partnering with entrepreneurs and management teams seeking capital to grow their businesses.

[bisoncapital.com](http://bisoncapital.com)

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