

Swiss Bren Carrier Deal:

- Year: 1976-1979
- Client:
 - Selling Client: The Swiss Army
 - Buying Client: U.S. State Law Enforcement Agencies
- Duration: 3 Years
- Description: Model T16 (APC) Universal Bren Carrier
- Marketed/Sold: 250 marketed/110 Sold
- Sales Volume: **\$2.36 Million**
- Success: **Filed niche for state law enforcement.**
- Narrative: In 1976, THE GROUP acquired 250 Bren Universal Carriers, Model T16 from the Swiss Army for an acquisition cost of \$760K. The Bren carriers were shipped to the Group's Augusta facility in the U.S. THE GROUP transformed and remanufactured these units, then marketed the rugged APCs-tracked personnel carrier as urban police vehicles which were sold to U.S. State Government law enforcement. The Bren Carriers sales totaled \$1.5 million. In addition to the vehicle sales, the salvaged parts from the poorest machines were offered for sale as spare parts for the purchased vehicles, thus generating an additional \$860K in sales. Total deal sales were **\$2.36 million.**