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***For Immediate Release***

**Automotive Aftermarket Entrepreneur Michael Welch Launches Anglo Atlantic, a Global Investment and Advisory Firm Focused on Growth and Value Creation**

Miami | Edinburgh | Global – 19<sup>th</sup> February 2026

Michael Welch, automotive aftermarket entrepreneur and founder of multiple digital tire and automotive ventures across the UK and US, today formally announces the launch of Anglo Atlantic, a global investment and advisory firm supporting investors, operators and founders navigating moments of strategic and commercial inflection.

With more than two decades building, scaling and exiting businesses at the intersection of brand, distribution and digital commerce, Welch has played a central role in the evolution of modern tire retail and automotive e-commerce. His ventures, including leading platforms in online tire retail and automotive distribution, have operated across Europe, North America and Asia, working alongside major manufacturers, private equity investors and retail partners.

Anglo Atlantic combines cross-border operating experience with tactical commercial structuring and go-to-market execution.

The firm operates across three core areas:

- Strategic Advisory — supporting private equity investors, boards and management teams on growth strategy, commercial diligence, digital transformation and value creation.
- Operating Partnerships — working alongside founders and leadership teams to unlock distribution, brand and go-to-market opportunities.
- Selective Investment — partnering with capital providers and selectively seeding investment to build and scale differentiated automotive and mobility ventures.

*“The automotive aftermarket is entering a period of structural change,” said Welch. “Distribution models are under pressure, customer acquisition economics are evolving, and brand-led demand creation is becoming more critical. Anglo Atlantic exists to support investors and operators navigating that shift.”*

Operating internationally, the firm brings deep experience across North America, Europe and other key automotive markets, particularly within automotive consumables and service-led distribution models.

Alongside Welch, the wider team comprises senior automotive specialists across corporate finance; strategic legal and commercial advisory services; and product design, customer experience and loyalty innovation. Further senior appointments will be announced in due course.

Welch added, *“Having built, scaled and exited businesses in both the UK and US, I have seen firsthand how similar challenges manifest differently across markets. Anglo Atlantic is designed to bridge those gaps, aligning capital, operators and strategy in sectors that are ultra-competitive with operational complexity.”*

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