

Euro Auctions Group Acquires Associated Auto Auction, Enhancing Michener Allens Canadian Operations

25th June 2025 – Headingley, Manitoba & Northern Ireland, UK

Associated Auto Auction (AAA) and its specialist collector car auction brand – Coast2coast - have become the latest auction house to join the Euro Auctions Group. Effective immediately, AAA becomes the fourth Canadian auction house in the Euro Auctions network, alongside Michener Allen Auctioneering, Jardine Auctions Inc and the recently acquired North Toronto Auction.

All AAA employees will be retained, the company will transition to operate under the Michener Allen brand from its facility in Headingley Manitoba, on the periphery of Winnipeg. Craig and Janelle Collingridge, will remain in leadership positions within the business.

The acquisition further enhances Euro Auctions’ ability to serve customers across Canada, as it will enrich the customer offering in Winnipeg. Michener Allen will now relocate its operations to the Headingley site. The specialist collector cars auctions held in Winnipeg will complement the collector car auction held by Michener Allen making this one of the biggest auction houses for collector and cherished cars in Canada.

Leadership Commentary

Craig Collingridge, of Associated Auto Auction, stated:

“Becoming the latest Canadian auction house to join Euro Auctions Group marks exciting times for Associated Auto Auction. Partnering with a global leader will only enhance what we deliver to our customers and I’m very much looking forward to working alongside the Michener Allen Team. The acquisition not only enhances the auction offering here in Manitoba with increased focus on industrial assets but also provides a national platform for Collector car auctions across Canada.”

Derek Keys, Founder and Managing Director of Euro Auctions Group, added:

“We’re excited to welcome Craig, Janelle and his team into the Euro Auctions family and incorporate them into our strong Canadian group. The addition of Associated Auto Auction enhances our customer offering and provides the required footprint we need to provide a service to our customers in Manitoba and on a national level across Canada.”

Ian Michener, CEO Michener Allen, added:

"We're delighted to welcome another respected Canadian auction into the wider Euro Auctions group, and to integrate their operations with Michener Allen as we continue to strengthen our presence in Manitoba."



Sara Kowal & Ian Michener of Michener Allen, Derek Bleakley – Euro Auctions, Craig Collingridge, Janelle Collingridge and Brooke Collingridge of Associated Auto Auction

About Associated Auto Auction

Associated Auto Auction are a full service auction company established in 1971 to serve the needs of the City of Winnipeg and surroundings areas. They are a Manitoba company and all management and staff reside in the City of Winnipeg. AAA hold all types of auctions but specialize in Auto, Truck & Equipment Auctions offering five industrial equipment auctions, weekly automotive auctions and two showpiece collector car auctions.

About Euro Auctions Group

Euro Auctions is one of the world's largest auction houses, specializing in heavy machinery, commercial vehicles, and motor vehicles. Headquartered in Northern Ireland, it operates 15 auction sites across Canada, the USA, Europe, the Middle East, and Australia.

In Canada, the Group now includes:

- Michener Allen Auctioneers (joined October 2023)
- Jardine Auctions (joined March 2025)
- North Toronto Auction (joined May 2025)
- Associated Auto Auction and Coast2coast collector car auctions (joined June 2025)

The addition of Associated Auto Auction represents a key strategic move to enhancing support for Canadian clients particularly in the Manitoba region.

While all four Canadian businesses - Michener Allen, Jardine Auctions, North Toronto Auction and now Associated Auto Auction - offer a diverse range of equipment and automotive auctions, with Euro Auctions' global expertise and the combined strengths of these four brands, the Group is now positioned to significantly grow its heavy equipment offering. Together, they bring the regional reach and operational synergy needed to deliver a premium, customer-focused service across Canada.