

PRESS RELEASE  
February 10, 2025

## **Hedin Automotive and Wetteri have agreed on the sale and purchase of the Kia and Mitsubishi dealership in Lahti**

**LAHTI/HELSINKI, 10 February 2025 – Hedin Automotive Retail Oy and Wetteri Auto Oy, a subsidiary of Wetteri Oyj, have signed an agreement under which Wetteri will acquire the Kia and Mitsubishi operation in Lahti. The agreement includes the sales and aftermarket services of Kia and Mitsubishi, operating in Tupalankatu.**

*"We have systematically expanded our Kia and Mitsubishi businesses to several locations. The acquisition strengthens Wetteri's position and opens up opportunities for us to negotiate other new brand representations in the Lahti area",* tells CEO of Wetteri Oyj Aarne Simula.

*"The sale of the Kia and Mitsubishi operation in Lahti continues Hedin Automotive's long-term network optimization plan. We are proud of our achievements as a Kia and Mitsubishi dealer in Lahti and would like to take this opportunity to thank our staff and customers for their trust. We believe that Wetteri will provide a strong platform for further development and will continue to offer excellent service to Kia and Mitsubishi customers in the region",* says CEO of Hedin Automotive Oy Helena Sauramo.

*"Our partnership with Kia and Mitsubishi remains strong. In October 2024, we further expanded our presence by opening new Kia and Mitsubishi salespoints in Espoo. In this dealership, we also offer a wide range of vehicles from Nissan and Ford. This new location strengthens our commitment to providing customers with high-quality service and an enhanced selection of automotive brands",* Helena Sauramo adds.

After the sale, Hedin Automotive will continue Kia business operations in 10 locations: Espoo, Forssa, Helsinki, Hämeenlinna, Jyväskylä, Järvenpää, Kotka, Porvoo, Tampere and in Turku. Mitsubishi business operations will continue in 11 locations: Espoo, Forssa, Helsinki, Hämeenlinna, Jyväskylä, Järvenpää, Kotka, Oulu, Porvoo, Tampere and in Turku. In addition to car sales all locations offer authorized after-sales services, including maintenance and spare parts.

As a result of the transaction, the employees of Hedin Automotive Retail Oy in the Lahti Tupalankatu dealership will transfer to Wetteri.

The transaction is expected to be completed during the first quarter of 2025.

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**About**

**Hedin Automotive Oy**

Hedin Automotive Oy is part of Hedin Mobility Group. In Finland its subsidiaries, Hedin Automotive Bavaria Oy, Hedin Automotive Finland Oy ja Hedin Automotive Retail Oy sell yearly approx. 35,000 vehicles and execute more than 300,000 throughputs in aftersales. The company represents nineteen car brands: BMW, Citroën, Fiat, Ford, Hongqi, INEOS, IVECO, Jeep, Kia, Maxus, Mazda, MINI, Mitsubishi, MG, Nissan, Opel, Peugeot, Škoda and Subaru. Our full-service car dealerships in 20 cities offer all automotive-related services, from sales to spare parts and from body repairs to authorized maintenance. We place a strong emphasis on digital services and are pioneers in utilizing them as part of comprehensive customer service. [www.hedinautomotive.fi](http://www.hedinautomotive.fi)

**Wetteri Plc**

Wetteri Plc is an entrepreneur-driven growth company in the automotive sector. The company engages in the retail sales of passenger cars, commercial vehicles and heavy vehicles, and produces maintenance and repair shop services for vehicles, from passenger cars to heavy vehicles. Headquartered in Oulu, the company has 40 locations in Finland. The company employs nearly 1,000 people, of whom around 70% work in maintenance and repair services. Wetteri promotes digitalisation in the automotive sector and is an important player on the common journey towards emission-free motoring. More information: [sijoittajat.wetteri.fi/en/](http://sijoittajat.wetteri.fi/en/)

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## About Hedin Mobility Group

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Hedin Mobility Group is one of Europe's largest mobility providers, with more than 12,500 employees and operations in 14 countries. In 2023, net sales amounted to SEK 81.7 billion and the Group sold more than 218,000 vehicles.

Our operations consist of three main business areas:

- In **Distribution**, we are a significant importer/distributor of vehicles, spare parts, tires, rims and wheels as well as accessories on the European market. We are importer and/or distributor for BYD, Corvette, Dodge and RAM, Ford and Ford F-150, Hongqi, INEOS Grenadier, IVECO, MG, XPENG as well as Renault, Dacia and Alpine. Within spare parts we are, among other things, an authorised partner for GM and Mopar in Europe as well as the exclusive global supplier of Saab Original parts.
- In **Retail**, we represent more than 50 brands and provide a comprehensive offer – sales, financing, insurance, and aftermarket services – comprising new and used passenger cars, commercial vehicles, and trucks to both private and corporate customers. Sales take place both online and via a European dealer network comprising more than 350 own dealerships with a total of over 800 sales points under the names Hedin Automotive, Carstore and Stephen James.
- In **Mobility solutions**, we address new user needs and sales models in the automotive industry by providing and developing innovative services. Through Carplus, Unifleet, MABI Mobility and Hedin Supercharge, users are offered various flexible and modern mobility solutions.

Hedin Mobility Group's operations also include Hedin IT, which provides the Group with high-end operations, support and digital development, as well as strategic investments in Mercedes-Benz Financial Services Slovakia, Lasingoo Sverige and Casi.

Read more on [www.hedinmobilitygroup.com](http://www.hedinmobilitygroup.com)

### Part of Hedin Group

Hedin Mobility Group is part of the Hedin Group together with the Hedin Construction group and I.A. Hedin Fastighet AB. Hedin Group is also a partner in Consensus Asset Management and Ripam Invest AB, which owns Marstrands Kurhotell, Kurbadhus and Societetshus.

[www.hedingroup.com](http://www.hedingroup.com)

### Image Attachments

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[Kia EV3 1920x1080](#)

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## **Attachments**

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