

PRESS RELEASE
September 6, 2023

Hedin Bil and Honda expand their partnership

Hedin Bil will represent Honda in all Swedish metropolitan regions when the esteemed brand launches several new car models this autumn.

As part of Honda Sweden's reformation of its dealer network, Honda and Hedin Bil are strengthening their partnership by opening sales and service at two additional Hedin Bil dealerships in Stockholm (Akalla) and Malmö (Jägersro) in the autumn of 2023.

Hedin Bil currently sells Honda in Gothenburg and with the new investment, the leading Swedish dealer group will represent the esteemed brand in all three metropolitan regions in Sweden.

Strong range of electric and hybrid cars

In autumn 2023, Honda will launch several new car models on the Swedish market. Honda's SUV range is particularly distinctive. This autumn, Honda is launching four new SUV models that complement an already strong model range:

- The all-new, sporty **ZR-V Hybrid** is designed for a younger customer segment.
- The **e:Ny1** is Honda's second fully electric model, an elegant SUV reminiscent of the HR-V Hybrid.
- Last but certainly not least, the next generation **CR-V** arrives this autumn. This popular family SUV is now available both with Honda's smart self-charging hybrid system and as a plug-in hybrid.

"We dare to say that Honda's model programme in Sweden in the autumn of 2023 is the strongest ever and it is therefore gratifying that in connection with this we are strengthening our partnership with Sweden's largest vehicle retailer. At Honda Sweden, we look forward to an extended and continued good collaboration with Hedin Bil", said **Stefan Malmgren**, Country Manager, Sweden at Honda Motor Europe.

"Honda is a strong brand that will bring very interesting news to its model range this autumn. We are happy to grow with Honda at two additional Hedin Bil dealerships, which gives us a presence with Honda in Sweden's three largest cities", said **Morten Westby**, CEO of Hedin Stockholm Bil.

Electrified performance for everyone

Honda's autumn 2023 model range includes all-electric models, full hybrids and plug-in hybrids. There are both large and small SUVs, sporty hatchbacks and compact city cars. In short, a car model for everyone, young or old, single or family.

Honda Motor strives to have a positive impact on people and the planet. Already in 2022, Honda achieved the goal of electrifying all standard models sold in Europe. For those looking for a modern car, built thoughtfully around a good driving experience, a safe journey and a sustainable future, Honda is a car brand to include on the top list – there is electrified performance for everyone.

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About Hedin Mobility Group

Hedin Mobility Group is one of Europe's largest mobility providers, with more than 10,000 employees and operations in 14 countries. In 2022, Net sales amounted to SEK 52.7 billion (approx. €4.8 billion) and the Group sold more than 180,000 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, Dodge and RAM, Ford and Ford F-150, Hongqi, INEOS Grenadier, MG 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 over 40 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 300 own dealerships with a total of over 700 sales points under names such as Hedin Bil, Bavaria, Hedin Automotive, Motor-Car, Torpedo Gruppe, Stephen James, Delta Auto and Renova.
- 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 Pendragon PLC, Lasingoo Sverige, Casi (formerly Imove), and Mercedes-Benz Financial Services Slovakia.

Read more on www.hedinmobilitygroup.com

Part of Hedin Group

Hedin Mobility Group is part of the Hedin Group together with the Tuve Bygg 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

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Image Attachments

[Honda - Hedin Bil](#)
[Honda ZR-V MY24](#)
[Honda ENY1 MY24](#)
[Honda CR-V FHEV MY24](#)
[Honda CR-V PHEV MY24](#)

Attachments

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