

TH Pettersson joins Citira

TH Pettersson, a renowned tire service company with two tire shops in the Gothenburg area, is joining forces with Citira. The acquisition advances the expansion of Citira's service coverage in western Sweden with the addition of two key service points.

Founded in 1923, TH Pettersson is one of the oldest tire shops in Sweden. From humble beginnings, the company has gained a strong reputation across Sweden under the stewardship of three generations of entrepreneurs guided by a long-term value creation and service-driven mindset. With two tire shops positioned close to the major traffic and logistic hubs in the Gothenburg area, TH Pettersson will form new key service points for Citira in the area.

"We are very excited that TH Pettersson will join Citira, as we have regarded them as a key player in the Gothenburg area for a long time. The team delivers great service to their customers, which will now come to the benefit of our customers as well. In TH Pettersson, we have a great partner on Sweden's west coast which we look forward to further developing and growing together with David, the TH team and Max as a senior advisor," says David Boman, CEO at Citira.

"Joining Citira and a group of like-minded colleagues marks an important milestone in our journey while also allowing us to be part of and contribute to this exciting development in our industry. I am confident that under the continued leadership of David Heidenfors, Citira and TH Pettersson will realize our full potential in the region, while allowing us to stay true to our customers, who will find us in the same place with the same team which they have always trusted," says Max Petersfeldt of TH Pettersson.

TH Pettersson will continue to operate with the same team in the same premises, and long-term manager David Heidenfors and the broader TH Pettersson team will continue to manage the business with the support of Citira's resources for continued development. Max Petersfeldt and Mikael Petersfelt will become co-owners of Citira.

Contact

David Boman, CEO at Citira

Email: press@citira.com

About Citira

Citira is a circular tire management provider. Our company offers tire service, collection and retreading of worn-out tires, as well as sale and delivery of replacement tires. Our inhouse logistics enables a circular flow of products – delivering replacement tires, while collecting used casings.

Citira strives to make tire management convenient and sustainable for transport companies and vehicle users. Our company supports customers in gaining more uptime, reducing environmental impact, lowering costs, and meeting safety requirements.

Citira consists of 120+ directly operated service stations, 39 affiliated service stations, 5 retreading sites, 1000+ employees and inhouse logistics covering Northern Europe. Our mission is to keep society moving in a convenient, sustainable way.

For more info visit citira.com and follow us on LinkedIn.