

PRESS RELEASE
January 13, 2025

Ola Sandblom appointed new CEO of Hedin Automotive British Car

MÖLNDAL, 13 January 2025 – Today, Ola Sandblom assumes the position of CEO of Hedin Automotive British Car, one of two Jaguar and Land Rover retailers on the Swedish market. He succeeds Rikard Alm, who is moving on to a new role within the group.

Hedin Automotive British Car, part of Hedin Mobility Group, is one of Sweden's largest Jaguar and Land Rover retailers. The company currently operates four locations in Sweden: Gothenburg, Malmö, Halmstad, and Linköping. With approximately 45 employees and an annual turnover of SEK 550 million, the company welcomes Ola Sandblom as its new CEO as of today.

Ola Sandblom has been active in the automotive industry since the early 2000s, holding various leadership positions for nearly 20 years. He most recently served as Regional Manager within Hedin Automotive and is now eager to embrace his new challenges:

"After three years with the group, I am thrilled to take on the role of CEO at Hedin Automotive British Car AB. Jaguar and Land Rover are two iconic brands with a rich history, and I look forward to working with our team and the new general agent to take the next step on our shared journey. We have a solid foundation with excellent facilities and highly skilled employees, giving us a unique opportunity to grow the business and create long-term value for our customers and partners," says Ola Sandblom.

Rickard Magnusson, COO of Hedin Automotive Sweden, is delighted with the latest appointment: *"Ola Sandblom has delivered outstanding results during his years with Hedin Mobility Group, both in terms of customer satisfaction and business performance. He is also a highly regarded and inspiring leader. Together with his team, he will continue to develop the successful operations of Hedin Automotive British Car and further strengthen our collaboration with two very exciting brands."*

Press contact

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About Hedin Mobility Group

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 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, Stephen James and Motor Car Group.
- 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

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.

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Attachments

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