

PRESS RELEASE  
February 1, 2023

## Carstore expands in Norway – launches Carstore Auction

**With the new service, Carstore is expanding its offering as part of the company's ambition to grow and become a significant competitor on the Norwegian used car market.**

Carstore is a brand-independent retailer within Hedin Mobility Group, fully dedicated to used passenger cars, commercial vehicles, and trucks. The company currently operates seven dealerships in Sweden and Norway, with plans to open an additional dealership in Kristianstad, Sweden in the spring of 2023. In addition, it works closely with Hedin Mobility Group's dealer groups across Europe.

In Norway, Carstore has been established with three dealerships since 2022. In early 2023, the business grew when the dealership in Lillestrøm, which is now also functioning as Carstore's headquarters in Norway, was expanded by approximately 750 sqm. The company has high growth ambitions for the Norwegian market and as part of the expansion, Carstore Auction is now being launched in Norway.

Carstore Auction is a digital B2B platform that enables a convenient process for selling used vehicles, that are not put up for sale at Carstore and other Hedin dealers, to other dealers. The service acts as a digital system support and creates an easier and more efficient handling of cars with sales to dealers at market prices.

*"We are very pleased to now be able to offer Norwegian car dealers the process support and added value that Carstore Auction brings. Our ambition is to build a viable organisation, become a significant player and take a considerable market share of used car sales in Norway. With Carstore Auction, we are taking another step forward on this journey,"* said Mats Leikfoss, Country Manager for Carstore in Norway.

The launch of Carstore Auction in Norway is an extension of the Hedin Auction service, which has been operating in Sweden for almost four years.

*"Hedin Auction has been quite a success in Sweden and since its launch we have sold around 10,000 cars. Today we have over 1,300 dealers connected, and I would say we are unique in being both a traditional retailer as well as offering digital B2B auctions. Norway will now be the first to launch Carstore Auction outside Sweden and the plan is to take the concept to more countries where Hedin Mobility Group operates",* said Peter Lampret, CEO of Carstore

### Press contacts

Mats Leikfoss  
Country Manager, Carstore AS  
+47 40 10 75 79  
[mats.leikfoss@car-store.no](mailto:mats.leikfoss@car-store.no)

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Magnus Matsson  
PR & Communication Manager, Hedin Mobility Group  
+46 31 790 00 82  
[press@hedinmobilitygroup.com](mailto:press@hedinmobilitygroup.com)

### About Hedin Mobility Group

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Hedin Mobility Group is one of Europe's largest privately owned mobility solutions providers, with approximately 7,500 employees and operations in 13 countries. Net sales in 2021 was SEK 28.2 billion and the Group sold more than 125,000 vehicles\*.

Hedin Mobility Group provides sales of new and used passenger cars, commercial vehicles and trucks, as well as aftermarket services, to both private and corporate customers. Sales take place both online and via a European dealer network of around 260 wholly owned dealerships.

The Group represents more than 40 brands and is also the importer for Ford in Sweden and Ford F-150 in Europe; Renault, Dacia and Alpine in Sweden and Denmark; Hongqi in Sweden and the Netherlands; Dodge and RAM in Europe; and for INEOS Grenadier in eleven countries\*\*, as well as distributor for MG in Sweden and for BYD in Sweden and Germany.

In addition, the Group's operations include wholesale and distribution operations of tires and spare parts, the car rental company Mabi Mobility AB, the private leasing company Car to Go Sweden AB, the corporate leasing company Unifleet AB and co-ownership in Pendragon PLC and iMove AS.

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

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

*\* Including approx. 21,500 vehicles attributable to operations transferred from Hedin Group AB in October 2021.*

*\*\* Belgium, the Netherlands, Luxembourg, Sweden, Denmark, Norway, Finland, Estonia, Latvia, Lithuania and Switzerland.*

### Image Attachments

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**Mats Leikfoss Country Manager Carstore AS**

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## **Attachments**

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