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# **MEKO reinforces focus on exclusive brands – forms new division**

**MEKO is intensifying its focus on exclusive brand spare parts and accessories for workshops and car owners. A new division is being established with the goal of strengthening the offering across all of MEKO's markets. To lead the new organization, Henrik Pettersson has been appointed – an experienced leader with deep insight into the automotive aftermarket and expertise in product development.**

MEKO has long offered exclusive brands of spare parts and car accessories that help workshop customers run more successful businesses, while making car ownership more affordable for private drivers. Among the company's own brands are Promeister, Carwise, and Kraft.

By accelerating its exclusive brand efforts and establishing a new division, MEKO will be able to offer an even more attractive product range across the eight markets where the Group operates today.

"This step is no coincidence. It's a direct response to what we're seeing in workshops and branches. Demand for our brands is growing, and we want to be there for our customers, whatever their needs. At the same time, exclusive brands represent a clear growth opportunity and are fully aligned with our long-term strategy to build a stronger MEKO. With his deep experience, Henrik Pettersson is exactly the right person to lead this effort", says Pehr Oscarson, President and CEO of MEKO.

Henrik Pettersson is currently Head of Category for MEKO's Swedish operations, a position he has held since 2018. In this role, he has led the work of developing and supplying the right products to workshop chains such as MECA and Mekonomen in Sweden, Norway, and Finland. Prior to that, he served as Chief Operating Officer at TOOLS Sverige, a leading supplier of tools, machinery, and workplace equipment for professional users.

"MEKO's exclusive brands already hold a strong position, but there is still room to grow across many more categories. Our goal is to become an even more attractive partner for our customers, as we know that our own products help workshops increase their revenue over time. I look forward to sharpening our offering and accelerating development together with MEKO colleagues across our markets," says Henrik Pettersson.

## **For further information, please contact:**

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**About MEKO**

MEKO's vision is to enable mobility – today, tomorrow, and in the future. Our aim is to be the most comprehensive partner for everyone who drives, repairs, and maintains vehicles in Northern Europe. We are the market leader with a presence in eight countries, 600 branches, and 20,000 workshop customers, including 4,500 workshops operating under our own brands. Our wholesale and workshop brands include Mekonomen, MECA, Balti Autosaad, BilXtra, FTZ, Fixus, Inter-Team, Koivunen, and Sørensen og Balchen – among many others.