

PRESS RELEASE
November 14, 2024

Hedin Automotive and Helkama-Auto have agreed on the sale and purchase of two Škoda dealerships in Helsinki and Tampere

HELSINKI, November 14, 2024 – Hedin Automotive Finland and Helkama-Auto’s subsidiary, Helkama-Autokauppa, have signed an agreement under which Helkama-Autokauppa will acquire the Škoda dealership operations in Helsinki and Tampere. These locations have so far been operated by Hedin Automotive Finland Oy, selling Škoda passenger cars and providing Škoda after-sales services, including maintenance and spare parts.

Hedin Automotive will continue to provide collision repair and painting services at the Tampere location. Additionally, Hedin Automotive and Helkama-Auto are initiating a broader strategic partnership focused on collision repair and painting services.

“We would like to thank Hedin Automotive for their efforts for Škoda in Helsinki and Tampere dealerships. Our strategy as the Škoda importer in Finland is to provide constantly developing and personalized customer service, bringing us closer to the mobility needs of our customers. A stronger focus on retail is a natural part of implementing this strategy. Together with the nationwide Škoda dealer network, we offer a constantly developing, comprehensive Škoda service experience”, says Maija Koskela, CEO of Helkama-Auto.

“The sale is part of Hedin Automotive’s long-term plan to optimise the dealer network in Finland. We are proud to have built strong operations and efficient facilities for Škoda in two major Finnish cities. We are confident that Helkama-Auto will uphold an excellent customer experience for Škoda customers in the market areas of these cities,” says Helena Sauramo, CEO of Hedin Automotive Finland.

Approximately 60 employees of Hedin Automotive Finland Oy will join Helkama-Auto as a result of the transaction.

After the sale, Hedin Automotive will continue Škoda business operations in five locations – in Joensuu, Jyväskylä, Kerava, Porvoo, and Lahti.

The deal is subject to regulatory approval.

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Hedin Automotive Oy

Hedin Automotive Oy is part of Hedin Mobility Group. In Finland its subsidiaries, Hedin Automotive Finland O, Bavaria Finland Oy and Hedin Automotive Retail Oy sell yearly approx. 40,000 vehicles and execute more than 300,000 throughputs in aftersales. The company represents twenty car brands: BMW, Citroën, Fiat, Fiat Professional, Ford, Hongqi, INEOS, IVECO, Jeep, Kia, Maxus, Mazda, MINI, Mitsubishi, MG, Nissan, Opel, Peugeot, Škoda ja Subaru. www.hedinautomotive.fi

Helkama-Auto Oy

- Helkama-Auto Oy is the importer of Škoda cars, parts, and accessories in Finland.
- Customers are served by a nationwide network of authorized Škoda dealers and service centers.
- Helkama-Auto Oy is a family-owned company and part of the 120-year-old Helkama Group.
- Škoda was the third best-selling brand in Finland from January to October 2024, with a market share of 9.4%.
- Subsidiaries of Helkama-Auto:
 - Helkama-Autokauppa Oy, which operates Škoda retail business.
 - Helkama Rent Oy, representing Avis, Budget, and Payless car rental chains in Finland.

Helkama-Autokauppa Oy

- A full-service Škoda retail business.
- The range includes the sale of new and used cars, maintenance and spare parts services, and various mobility service products.

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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.

www.hedingroup.com

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Image Attachments

[Maija Koskela And Helena Sauramo 14 11 2024 C](#)

Attachments

[Hedin Automotive and Helkama-Auto have agreed on the sale and purchase of two Škoda dealerships in Helsinki and Tampere](#)