

PRESS RELEASE
September 7, 2021

KW Parts AB acquires Norrlands Custom AB

Stockholm, September 7, 2021

KW Parts AB acquires the spare part wholesaler Norrlands Custom AB. The acquisition adds both deep knowledge and competence, but also a wide stocked assortment to classic American cars. Both companies combined will offer Europe's broadest and most complete range of spare parts and accessories to American cars.

Norrlands Custom, founded in 1971, is today one of Sweden's leading wholesaler of aftermarket parts to American cars. With deep understanding and years of experience, a tailored and precise parts catalogue, and a wide range of parts available in stock, the company has a strong position and a solid customer base within the market. With KW Parts' existing offer within spare parts and accessories, especially as an official distributor for General Motors and Mopar in Europe, the two companies fit perfectly together and creates a strong platform for further growth.

"Through the acquisition of Norrlands Custom we add valuable and deep knowledge, as well as a full range of parts for classic American cars. Together with KW Parts existing offering of original spare parts and accessories we are now able to offer Europe's most complete range of products to supply anyone driving American cars, regardless of model year and type" says Anders Molander, CEO for Klintberg & Way Group.

"After 50 years in the industry, Norrlands Custom is now getting a new strong owner that will take the business internationally together with KW Parts. The company is close to my heart and it feels great with a new owner that plan to continue to develop the company" says Sune Eklund, CEO and owner of Norrlands Custom.

For further information, please contact Anders Molander, CEO Klintberg & Way Group AB (anders.molander@klintbergway.com)

Facts about KW Parts

KW Parts is Europe's leading supplier of spare parts and accessories to American cars. The company operates in the whole of Europe with Sweden and Germany as key markets. TheDriveZone.com and PickupXL.com are registered retail brands within KW Parts addressing consumers online. KW Parts is a company within Klintberg & Way Group, which is a fully owned subsidiary to Hedin Group.

Facts about Norrlands Custom

Norrlands Custom is a Swedish wholesales that imports and sell spare parts to American cars. The company with 11 employees runs its operations from Örnsköldsvik in Sweden where is has its office and warehouse.

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About Hedin Group

The Hedin Group includes the Hedin Bil Group together with e.g. Klintberg & Way, Mabi Mobility, Car to Go Sweden, Hedin Motor Company (Ford) and Tuve Bygg. Hedin Group is also a shareholder in Lasingoo, Consensus Asset Management and imove. The Group's turnover during the rolling 12 months is estimated to appr. 3.5 billion EUR and the number of employees is appr. 3,600. www.hedingroup.com

Attachments

[KW Parts AB acquires Norrlands Custom AB](#)