

PRESS RELEASE
January 4, 2024

Hedin Mobility Group brings MG to Finland

The leading European mobility provider has been appointed distributor for the car brand MG in the Finnish market.

MG Motor Europe has appointed Hedin Mobility Group as distributor of MG in Finland. Hedin MG Finland, a wholly owned subsidiary of Hedin Mobility Group AB (publ), will market MG's full range of passenger cars, including spare parts and accessories, and distribute it to authorized MG retailers in the Finnish market.

The sales and service network will initially consist of 13 full-service dealerships operated by the dealer group Hedin Automotive. Sales and customer deliveries are expected to start in the first quarter of 2024.

Hedin Mobility Group is a distributor and retailer of MG in Sweden since 2021, where the brand has had a flying start. Since customer deliveries started in May 2021, almost 20,000 MG cars have been registered on the Swedish market.

As the partnership between Hedin Mobility Group and MG Motor Europe now expands, Finnish customers will be offered the full model range of MG's electric and hybrid vehicles. All of the models will feature the manufacturer's seven-year warranty and road side assistance.

- MG4 Electric – a fully electric hatchback
- MG5 Electric – the first 100% electric station wagon
- MG ZS EV – a fully electric SUV
- MG Marvel R Electric – 100% electric premium SUV
- MG EHS – a plug-in hybrid SUV
- MG HS and MG ZS (petrol SUVs)

Further, the MG4 Electric Trophy Extended Range and MG4 XPOWER, among other models, will be launched in 2024.

“Having tested the Finnish market with limited sales of MG in the second half of 2023, we know that there is a lot of interest in the brand in Finland. We are delighted to expand our partnership with MG Motor Europe and enable more Finnish customers to experience emission-free mobility through MG's range of innovative and safe products”, said Anders Hedin, founder and CEO of Hedin Mobility Group.

“We are very excited to further expand MG in the Nordic region. MG has been a success in Sweden and we look forward to being able to offer Finnish consumers our full model range”, said Aiden He, CEO MG Benelux and Nordic.

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About MG Motor Europe

Established in 1924, MG Motor Europe boasts a storied legacy that spans almost a century. Our roots are deeply anchored in our maiden venture, the MG 14/28 Super Sports car, a masterpiece crafted by the iconic Cecil Kimber. Steeped in innovation and fuelled by a commitment to the future, our focus has shifted electrifyingly towards envisioning sustainable and accessible mobility for all.

Today, our values are reflected in the MG4 Electric, an award-winning hatchback which underlines our commitment to delivering forward-thinking, technologically advanced and exhilarating electric vehicles.

MG Motor's dedication is simple yet profound: democratising mobility. Our diverse lineup, featuring petrol, electric, and hybrid vehicles, encompasses versatile hatchbacks, functional station wagons, and spacious SUVs, all brimming with cutting-edge technology.

Every MG vehicle is a testament to world-class design and is reinforced by our generous 7-year/150,000 KM manufacturer's warranty.

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About Hedin Mobility Group

Hedin Mobility Group is one of Europe's largest mobility providers, with more than 12,000 employees and operations in 14 countries. In 2022, net sales amounted to SEK 52.7 billion (approx. €4.8 billion) and the Group sold more than 180,000 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, Dodge and RAM, Ford and Ford F-150, Hongqi, INEOS Grenadier, 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 over 40 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 330 own dealerships with a total of over 800 sales points under names such as Hedin Bil, Bavaria, Hedin Automotive, Motor-Car, Torpedo Gruppe, Stephen James, Delta Auto and Renova.
- 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 Pendragon PLC, Lasingoo Sverige, Casi (formerly Imove), and Mercedes-Benz Financial Services Slovakia.

Read more on www.hedinmobilitygroup.com

Part of Hedin Group

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

Image Attachments

[Mg4 Electric](#)

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Attachments

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