

PRESS RELEASE
August 27, 2024

Hedin Mobility Group consolidates its Benelux operations and appoints CEO of Hedin Automotive Germany

MÖLNDAL, August 27, 2024 – As part of the growth of Hedin Automotive in Europe, leadership changes will take place in the Benelux and German divisions of the company starting October 1, 2024. Hedin Mobility Group is pleased to announce the appointment of Eddy Haesendonck as CEO of the entire Benelux region, while Henrik Lessèl will assume the role of CEO Hedin Automotive Germany.

Since the Group's entry into Belgium in April 2018, under the leadership of CEO Henrik Lessèl and CFO Allan Stich, Hedin Automotive has significantly expanded its presence in Belgian Flanders and Luxembourg that today includes over 30 locations.

In August 2022, Eddy Haesendonck was appointed CEO of Hedin Automotive Benelux, while Henrik Lessèl has remained CEO of Hedin Automotive in Belgium and Luxembourg. Initially, Eddy focused mainly on the Netherlands, in the context of the acquisition of Stern and its integration into the Group. Eddy will now fully assume the role as CEO of Hedin Automotive Benelux supported by CFO Finus Porsius, currently CFO Hedin Automotive Netherlands.

Henrik Lessèl will remain in the Group and assume the role as CEO of Hedin Automotive Germany. Henrik's extensive industry experience and proven leadership abilities makes him the right person to lead the Group's retail division in the German market. Allan Stich, currently CFO of Hedin Automotive Belgium, will accompany him as CFO. These changes will take effect on October 1, 2024.

Group CEO and founder, Anders Hedin, expressed his confidence in Henrik Lessèl's ability to lead Hedin Automotive in Germany: "*Henrik Lessèl and Eddy Haesendonck have both consistently demonstrated exceptional leadership and a deep understanding of the automotive industry. Their track record in the Benelux market speaks for itself, and we are confident that under Henrik Lessèl's leadership, Hedin Automotive Germany will continue to strengthen its market position and achieve its business goals. At the same time, we are confident that Eddy Haesendonck's continued leadership in the Benelux region will ensure continued growth and success for Hedin Automotive Benelux.*"

Press contact

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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, 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 more than 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 the names Hedin Automotive and Carstore.
- 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 (formerly Imove).

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

Image Attachments

[Eddy & Henrik](#)

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Attachments

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