

PRESS RELEASE  
January 7, 2021

## Hedin Group AB acquires Ford Motor Company AB

**Effective January 4th, 2021 Hedin Group AB acquires Ford Motor Company Aktiefbolag, which will operate as importer for Ford in Sweden under the new name Hedin Motor Company AB. The importer agreement includes import and distribution of cars and light commercial vehicles and distribution of spare parts and accessories**

*Gothenburg, January 7th, 2021*

**Ford Motor Company, Inc. and Hedin Group AB have concluded the transfer of ownership of all shares in Ford Motor Company in Sweden, and thereby finalizes the previously announced importer agreement. Hedin Motor Company AB is appointed as an Importer of Ford products in Sweden.**

As distribution channels in the car industry are changing dramatically around the world, Ford has turned to Hedin Group as a partner that fits perfectly with Ford's high ambitions to succeed in Sweden.

With the takeover, Hedin Group offers a solution where the importer itself is also a major player on the retail side.

*– Through simplification and streamlining of operations, we can have a clear offer to the market, and we can use the experience from being a leading retailer to understanding the market and customer requirements and expectations. We will invest in strengthening the Ford brand and we have the ambition to be a leader in the accelerating digitalization of the industry and thus a more multi-channel driven way to sell, says Anders Hedin Owner and CEO Hedin Group.*

For further information:

Anders Hedin, CEO, Hedin Group AB ([anders.hedin@hedingroup.com](mailto:anders.hedin@hedingroup.com))

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### **About Hedin Group**

The Hedin Group consists of the Hedin Bil Group together with Klintberg & Way, Mabi Rent and Car to Go Sweden. Hedin Group is also a shareholder in Lasingoo Sverige AB, Consensus Asset Management AB and Tuve Bygg. The Group has a turnover of appr. 2,7 billion EUR and 3,500 employees. [www.hedingroup.com](http://www.hedingroup.com)

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## **About Ford of Europe**

Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 46,000 employees at its wholly owned facilities and consolidated joint ventures and approximately 61,000 people when unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 19 manufacturing facilities (12 wholly owned facilities and seven unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.

## **Image Attachments**

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[Ford](#)

## **Attachments**

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