

PRESS RELEASE
September 25, 2024

Hedin Mobility Group and Veho Bil have agreed on the sale and purchase of a Mercedes-Benz dealership in Uppsala

UPPSALA, MÖLNDAL, September 25, 2024 – Hedin Mobility Group and Veho Bil have entered into an agreement, where Veho Bil will acquire the Mercedes-Benz dealership that Hedin Mobility Group has operated since 2006 in Uppsala. The dealership is operated through the wholly-owned subsidiary Hedin Helsingborg Bil AB, and represents Mercedes-Benz' passenger cars and light commercial vehicles, as well as aftermarket services such as workshop and spare parts.

For Veho Bil, the agreement to acquire Mercedes-Benz Uppsala means that the company has taken a significant step in executing its long-term strategy and is strengthening its position in the market. The acquisition will strengthen Veho Bil's passenger car and light commercial vehicles business in Sweden and especially its position in Uppsala, Sweden's fourth-largest municipality.

Approximately 30 employees will transfer to Veho Bil as part of the deal, which is subject to competition authority approval. The transaction is anticipated to be finalized latest at the end of the year.

Jonas Kervenhed, Managing Director of Veho Bil, states: *"This acquisition strengthens Veho Bil's position as a key partner for Mercedes-Benz in Sweden. Even in challenging times, we continue to invest, demonstrating our belief to future potential and close collaboration with Mercedes-Benz. We are excited to welcome new colleagues to the Veho Bil family and further strengthen our capabilities to provide premium products and services to our customers."*

Veho Group's CEO, Juha Ruotsalainen, adds, *"This acquisition is a key step in achieving our strategic goals and marks an important milestone for Veho Group and Veho Bil in Sweden. As a key partner of Mercedes-Benz across Finland, Sweden, and the Baltics, we are positioned to offer unique services for customers, career opportunities for our employees, and growth for our partners."*

"The sale is part of Hedin Mobility Group's long-term plan to optimise the dealer network for Mercedes-Benz in Sweden, which is concentrated to the middle, western and southern parts of Sweden following the acquisition of Mercedes-Benz Malmö during the second quarter this year. Since 1985, Hedin Mobility Group is a partner to Mercedes-Benz and with over 90 sales points in eight countries, we are now a significant European representative of the brand. We are proud to have built a strong operation and an efficient facility in Uppsala, and we have full confidence that Veho Bil will continue to deliver an outstanding customer experience to all customers in Uppsala and the surrounding areas", says Anders Hedin, CEO of Hedin Mobility Group.

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About Veho

Veho Bil is part of the Veho Group, a Finnish family-owned company founded in 1939. Veho Group is a leading retailer and distributor of Mercedes-Benz passenger cars, as well as Daimler commercial vehicles across Finland, Sweden, Estonia, Latvia, and Lithuania. In 2023, we had a turnover of approximately €1.9 billion and employed over 2,200 professionals. Veho is committed to providing premium customer experiences through sustainable and value-driven business practices.

Veho Bil is currently operating in Stockholm, Örebro, and Karlstad, and now with this acquisition in Uppsala further expanding its footprint. Veho Bil employs approximately 300 employees. In 2023, Veho Bil in Sweden received the Great Place to Work certification, being recognized as the best employer in the automotive field in Sweden. This prestigious certification reflects Veho Bil's commitment to fostering a positive, trust-based work culture across its operations.

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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.

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

[Mercedes Benz Uppsala](#)

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Attachments

Hedin Mobility Group and Veho Bil have agreed on the sale and purchase of a Mercedes-Benz dealership in Uppsala