

PRESS RELEASE
November 24, 2022

Hedin Automotive Switzerland announces new CEO and introduces new management team

Following the acquisition of Alpina Group, Hedin Automotive reshapes the organisation for continued success in Switzerland.

Markus Schwingel has been appointed as new CEO of Hedin Automotive in Switzerland, effective January 1, 2023. He holds an MBA in Entrepreneurship and brings with him three decades of broad and deep automotive experience.

Markus Schwingel comes from the position as CEO and co-owner of Alpina Group, which was acquired by Hedin Automotive AG, a subsidiary to Hedin Mobility Group, in October 2022. He succeeds Marcus Larsson, who remains CEO for Hedin Mobility Group's BMW division with operations in Norway, Sweden, Finland, and Denmark, in addition to Switzerland. Marcus Larsson is also interim Chief Operating Officer of Hedin Mobility Group.

"I am very pleased that Markus has accepted the role as CEO for us in Switzerland. Markus has a longstanding track record of accomplishments across retail and aftermarket, combined with extensive leadership experience. This makes him well-suited to further drive development and growth in what is a strategically important region for us. He has the vision and ambition to lead Hedin Automotive Switzerland through the next exciting stages", said Marcus Larsson.

"It's an honour to take the baton from Marcus. I am both humbled, proud and excited at the prospect of leading our top power teams under the leadership of our newly formed country management. Driven by the Hedin Automotive Next Level-strategy, we will achieve our growth potential as well as creatively shape the transformation in the automotive industry", said Markus Schwingel.

"I look forward to working with old and new colleagues to realise that opportunity, with a collective ambition to strengthen our brand, enhance our customer experience and grow our operations even further."

New country management

Hedin Automotive has grown rapidly since entering the Swiss market by the end of 2020. With the recent acquisition of Alpina Group, the company expanded its geographical footprint to the East welcoming 140 new colleagues to the growing team. Hedin Automotive Switzerland is today the second largest BMW dealer group in Switzerland, with six dealerships as well as three state-of-the-art body shops.

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“As Hedin Automotive and Alpina Group now join forces, we will restructure the company to operate in a more efficient and professional manner. We are now reshaping the organisation into what we believe is the right way to achieve our targets, where the new structure is a key enabler. It’s all about people, competence and transformation”, said Markus Schwingel.

The new line-up of Hedin Automotive Switzerland's Country Management Team consists of members from Hedin Automotive and the Alpina Group as part of the company’s plans to continuously adapt to the changes and opportunities taking place in the Swiss market.

- Markus Schwingel, CEO
- Daniel Engelberger, CFO
- Lukas Wehrle, CBA (Chief Business Administrator)
- Andreas Joos, Head of After Sales
- Lukas Hörler, CSO (Chief Sales Officer)
- Pier Greco, Head of HR
- Silvia Knorr, CMO (Chief Marketing Officer)
- Patric Andrae, Head of Ineos & New Car Brands
- Vito Bellino, Head of Parts Group

Press contact

Sissel Wiedenmann
Director, Culture and Communications, Hedin Automotive AS
sissel.wiedenmann@hedinautomotive.no
+47 993 17 150

About Hedin Automotive AS

Hedin Automotive AS operates Bavaria in Norway and Sweden, Hedin Automotive in Switzerland and Bavaria Laakkonen OY in Finland, making the company one of the largest BMW and MINI dealers in Europe. GS Bildeler (Norway's largest independent supplier of spare parts and accessories for BMW), Koed (spare parts and accessories for BMW and MINI in Denmark and Norway) and BNC Nordic Distribution are also part of the company.

Hedin Automotive AS has a turnover of more than 1,2 billion EUR, employing more than 1,400 people. Hedin Automotive AS is a wholly owned subsidiary of Hedin Mobility Group.

www.hedinautomotive.no

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About Hedin Mobility Group

Hedin Mobility Group is one of Europe's largest privately owned mobility solutions providers, with approximately 7,500 employees and operations in 13 countries. Net sales in 2021 was SEK 28.2 billion and the Group sold more than 125,000 vehicles*.

Hedin Mobility Group provides sales of new and used passenger cars, commercial vehicles and trucks, as well as aftermarket services, to both private and corporate customers. Sales take place both online and via a European dealer network of around 260 wholly owned dealerships.

The Group represents more than 40 brands and is also the importer for Ford in Sweden and Ford F-150 in Europe; Renault, Dacia and Alpine in Sweden and Denmark; Hongqi in Sweden and the Netherlands; Dodge and RAM in Europe; and for INEOS Grenadier in eleven countries**, as well as distributor for MG in Sweden and for BYD in Sweden and Germany.

In addition, the Group's operations include wholesale and distribution operations of tires and spare parts, the car rental company Mabi Mobility AB, the private leasing company Car to Go Sweden AB, the corporate leasing company Unifleet AB and co-ownership in Pendragon PLC and iMove AS.

www.hedinmobilitygroup.com

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

* Including approx. 21,500 vehicles attributable to operations transferred from Hedin Group AB in October 2021.

** Belgium, the Netherlands, Luxembourg, Sweden, Denmark, Norway, Finland, Estonia, Latvia, Lithuania and Switzerland.

Image Attachments

[Markus Schwingel CEO Hedin Automotive Switzerland](#)
[Hedin Automotive Switzerland Management Team](#)

Attachments

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