

PRESS RELEASE
December 12, 2024

Hedin Mobility Group acquires Ford's import and distribution operations in Finland

MÖLNDAL, December 12, 2024 – Hedin Mobility Group AB (publ) has entered into an agreement for the transfer of Ford's import and distribution operations in Finland, from Ford Motor Company. This partnership reinforces Hedin Mobility Group's role as a leading player in European mobility.

In accordance with the letter of intent signed in December 2023, Hedin Mobility Group AB (publ) has entered into an agreement to acquire Ford's national sales company in Finland from Ford Motor Company. The transaction, subject to regulatory approval, is expected to be completed in the second quarter of 2025.

Through the transaction, Hedin Mobility Group takes over the business of import and distribution of Ford passenger cars, light commercial vehicles, and spare parts and accessories on the Finnish market.

Thus, Hedin Mobility Group continues to grow as a significant European partner to Ford, further strengthening its position as a leading European distributor. The Group is currently an importer and/or distributor for 13 vehicle manufacturers in several countries across Europe – including Ford passenger cars and LCVs in Sweden and the Ford F-150 in the European market.

Hedin Mobility Group is a Ford retailer in Sweden, Finland and the Netherlands, representing the brand with a total of 43 sales points. In the Finnish market, Hedin Automotive currently operates Ford dealerships in Helsinki, Raisio, Espoo, Porvoo, Varkaus and Pori with a 24% share of the Ford sales in the country. Ford currently has a total of 34 dealerships, 16 authorized service outlets and 4 spare part partners across Finland, selling almost 5,500 vehicles in 2024.

Anders Hedin, founder and CEO of Hedin Mobility Group said: *"We are very excited and proud to take our partnership with Ford, which is one of the biggest brands in our group's portfolio, to the next level. Our ambition is to further strengthen Ford's presence in the Finnish market and continue to create value for existing and new customers. The ambition is also to grow the Ford Pro business, focusing on commercial vehicles, in Finland."*

"The Hedin Mobility Group is a highly experienced vehicle importer and distributor across the region, including the successful import and distribution of the Ford brand in Sweden since 2021. We are confident they will create the right framework for Ford's future development and success in Finland", said Jon Williams, General Manager for Ford Blue, Ford in Europe.

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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, Corvette, Dodge and RAM, Ford and Ford F-150, Hongqi, INEOS Grenadier, IVECO, 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 50 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 350 own dealerships with a total of over 800 sales points under the names Hedin Automotive, Carstore, Stephen James and Motor Car Group.
- 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

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Image Attachments

[2024 Ford Electric Capri 34](#)

Attachments

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