

## **CTS rebrands to Citira – continuing to build a pioneer in circular tire management**

**Last year, Colmec, Lapin Kumi, and several local service stations came together to form CTS - a new group in the tire industry. In April this year, the group announced its intention to acquire service station chain Däckia. The group will now rebrand to Citira, replacing the temporary name CTS. Citira aspires to build a leading circular tire management provider in Northern Europe.**

The name Citira stems from circular tire services – reflecting the company's ambition to offer a complete range of services across the tire life cycle. The company provides tire service and wheel alignment for tires in use, collection and retreading of worn-out tires and refurbishment of worn-out rims, as well as sale and delivery of replacement tires. Its inhouse logistics enables a circular flow of products – delivering replacement tires and rims, while picking up worn-out tires and rims for retreading and refurbishment.

Citira strives to make tire management convenient and sustainable for transport companies and vehicle users, with an emphasis on B2B customers. The company supports its customers in gaining more uptime and mileage, reducing climate impact, lowering costs, and meeting safety requirements.

*“Launching the Citira brand marks a milestone for our group, says David Boman, CEO. Its sets the tone for what we strive to build – a new innovative player, with a better customer offer and sustainable approach at the core of what we do. Our journey towards integrated full-service solutions for our customers and a more sustainable tire industry has only begun. The group as it looks today is only the starting point, and we will continue to develop our offering and build our company for the future.”*

Citira will be the group brand, while the operating entities will maintain their local brands – acknowledging the strength and reputation of local service and customer relations. For instance, Lapin Kumi will continue to be the group's service station brand in Finland, Master in Poland. In Sweden, the announced acquisition of Däckia is awaiting final closing, upon which the service station branding in Sweden will be evaluated. Colmec will remain the group's brand for replacement tire distribution across all markets.

### **Contact**

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**About Citira**

Citira is a circular tire management provider. Our company offers tire service, collection and retreading of worn-out tires as well as sale and delivery of replacement tires. Our inhouse logistics enables a circular flow of products – delivering replacement tires, while collecting worn-out ones.

Citira strives to make tire management convenient and sustainable for transport companies and vehicle users. Our company support customers in gaining more uptime, reduce environmental impact, lower costs, and meet safety requirements.

Citira consists of 52 service stations, 5 retreading sites, 700+ employees and inhouse logistics covering the Nordics and Poland. Our mission is to keep society moving in a convenient, sustainable way.

For more info visit [citira.com](https://citira.com) and follow us on LinkedIn.

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