

Västerås Däck and Arlandastad Däck join Citira

Västerås Däck and Arlandastad Däck, two highly regarded tire shops in central Sweden and the Stockholm region, respectively, are joining forces with Citira. The acquisitions advance the expansion of Citira's service coverage in Sweden with the addition of two key service points.

Jarl "Jalle" Eriksson founded Västerås Däck in 2008, building a strong reputation and loyal customer base serving both heavy vehicles and passenger cars, and expanded on that success with the launch of Arlandastad Däck in 2020. The ambitious mindset and hard work, paired with strategic locations along the major highways E4 and E18, have laid the foundation for what will now become two new key service points for Citira.

"It is our privilege to welcome Jalle, Fredrik and Sofie to Citira, we look forward to working with them. The Eriksson family has made great achievements with both tire shops and we are confident that adding these two service points will improve Citira's service offering in both regions. We see great value in the experience that the Eriksson family brings and in the potential to operate these tire shops alongside our current tire shops in Västerås and Märsta," says David Boman, CEO at Citira.

"We are very impressed with what Citira has achieved so far. Their extensive network of tire shops, broad service offering, and industry experience will ensure that our service standards remain high going forward, while enabling us to focus fully on serving our customers and exploring growth opportunities. We look forward to this partnership," says Jalle Eriksson of Västerås Däck and Arlandastad Däck.

Both tire shops will continue to operate with the same team in the same premises, and the team will continue to manage the businesses with the support of Citira's resources for continued development. Jalle Eriksson will become a co-owner of Citira.

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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 used casings.

Citira strives to make tire management convenient and sustainable for transport companies and vehicle users. Our company supports customers in gaining more uptime, reducing environmental impact, lowering costs, and meeting safety requirements.

Citira consists of 120+ directly operated service stations, 39 affiliated service stations, 5 retreading sites, 1000+ employees and inhouse logistics covering Northern Europe. Our mission is to keep society moving in a convenient, sustainable way.

For more info visit citira.com and follow us on LinkedIn.