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MEKO launches Mekonomen in Poland

One of the most well-known brands in the Nordics is now taking another step into Europe as MEKO launches Mekonomen in Poland. The establishment takes place through the rebranding of the wholesaler Elit Polska – acquired by MEKO in 2024 – which will now operate under the Mekonomen name. The aim is to further strengthen MEKO's position as a leading player in Poland's independent automotive aftermarket.

For decades, Mekonomen has been synonymous with fast deliveries of spare parts and affordable car repairs across the Nordic region. Mekonomen today operates well-known workshop chains and stores in Sweden, Norway, and Finland, attracting large numbers of car owners every year.

Following MEKO's acquisition of Elit Polska in 2024, parts of the business have been integrated into MEKO's existing local organization under the Inter-Team brand. A strong remaining part now adopts the Mekonomen name – forming a franchise concept that brings together independent spare parts distributors across Poland, offering workshops an attractive and unified service proposition. Mekonomen is initially being launched at 21 locations nationwide.

“Mekonomen stands for accessibility, quality, and simplicity – values that are just as relevant in Poland as in our other markets. We are therefore pleased to launch Mekonomen in Poland, fully in line with our brand strategy of offering multiple concepts for different customer segments in parallel. We continue our focused efforts to build a stronger long-term position in this major market,” says Pehr Oscarson, President and CEO of MEKO.

MEKO traces its roots back to 1973, when the company was founded in Sweden under the name Bileko, with a clear ambition: to lead in service and deliver the most in-demand spare parts within two hours in the Stockholm area. The acquisition of the service chain Mekonomen in the 1980s marked the beginning of a strong growth journey. Today, there are 918 units operating under the Mekonomen name across three countries – and now, 21 more units, along with one of the EU's largest markets, are being added to the list.

For further information, please contact:

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About MEKO

MEKO's vision is to enable mobility – today, tomorrow, and in the future. Our aim is to be the most comprehensive partner for everyone who drives, repairs, and maintains vehicles in Northern Europe. We are the market leader with a presence in eight countries, 600 branches, and 20,000 workshop customers, including 4,500 workshops operating under our own brands. Our wholesale and workshop brands include Mekonomen, MECA, Balti Autosaad, BilXtra, FTZ, Fixus, Inter-Team, and Sørensen og Balchen – among many others.