

Lidingö Bilcenter joins Citira

Lidingö Bilcenter, a well-regarded service point on the island of Lidingö just east of Stockholm, is joining forces with Citira. The transaction advances the expansion of Citira's service coverage around Stockholm, with the addition of another key service point.

Founded in 1995, Lidingö Bilcenter has had a strong and lasting reputation in the local community for many years. Taking over the business in 2016, Niclas Lind has further strengthened its local brand through hands-on and personal service that has kept customers coming back year after year. Combined with a central location in one of Stockholm's suburbs, it is a key service point for passenger cars in the area.

"We are thrilled to have Niclas and his team on board. They have built something with real staying power on Lidingö, with the kind of customer loyalty that is hard to earn. We look forward to having their quality service now come to the benefit of our customers, and to supporting the continued development of the business on Lidingö," says Urban Tibbelin, Head of Sweden at Citira.

"Joining Citira is the right next step for the business. Becoming part of a strong group means we can further strengthen both our service and product range, without changing what our customers value most. You will still meet the same team, in the same place, with the same commitment to quality, now with the added strength and support of Citira behind us. We look forward to this new journey together," says Niclas Lind of Lidingö Bilcenter.

Lidingö Bilcenter will continue to operate with the same team in the same premises, now with access to Citira's resources and network to support further growth. Niclas Lind will become a co-owner of Citira.

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About Citira

Citira is a sustainable tire management provider. We provide lifespan-extending tire service, repair & reuse of worn tires and rims, as well as tire replacement.

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

Citira consists of 150+ service points, 5 retreading sites, 1200+ employees and inhouse logistics covering the Nordics, UK & Poland. Our mission is to keep society moving in a convenient, sustainable way.

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