

PRESS RELEASE
October 1, 2024

Today Hedin Bil and Bavaria consolidates under the common brand name Hedin Automotive

Möln dal, October 1, 2024 – Hedin Mobility Group is pleased to announce that, effective today, the Group is consolidating its Swedish’s retail division, consisting of the two brands Hedin Bil and Bavaria, under the joint brand name Hedin Automotive.

Hedin Bil and Bavaria are consolidating today under the common brand name Hedin Automotive. Both brands are part of Hedin Mobility Group, one of Europe’s largest vehicle retailers. The aim of the common brand name is to establish a unified and powerful presence across all the markets where Hedin Mobility Group operates. Bringing all brands under a single name creates a clearer and cohesive identity, making it easier for customers to both recognise and trust the company, whether their experience occurs online or in physical stores worldwide.

Hedin Mobility Group’s dealership network spans over 12 countries, comprising more than 330 facilities and representing over 40 vehicle brands. The Group has for several years been working to broaden its business both geographically and into new business areas. Hedin Automotive is already established as a brand in several markets where the Group operates. By 2024 and 2025, all operations will be unified under this common brand name.

“Today is a historic day for both me and Hedin Bil. We have come a long way since 1985 when we established our first car dealership, and we are proud of our almost 40 years in the industry as Hedin Bil. Bavaria, founded in 1996, has a large customer base and extensive industry expertise, and I am delighted that they have been part of Hedin Mobility Group since 2017. The goal of our unified brand is to continue offering our customers the best car experience, just as both companies have done in the past. As Hedin Automotive, we will continue to operate with a common vision, shared values and a strong focus on our customers. With this step, we create even better conditions for meeting our customers’ needs and exceeding their expectations. Our focus is, and has always been, on what matters most – our customers”, says Anders Hedin, CEO and founder of Hedin Mobility Group.

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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, Dodge and RAM, Ford and Ford F-150, Hongqi, INEOS Grenadier, 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 40 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 330 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

[Hedin Automotive](#)

Attachments

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