

PRESS RELEASE  
October 12, 2023

## Europe's first Hongqi brand store opens in Gothenburg

**The Swedish establishment of Hongqi continues as the prestigious car brand's first European brand store opens.**

Swedish dealer group Hedin Bil together with the importer Hedin Premium Car has opened Europe's first Hongqi brand store in Gothenburg, Sweden. Located on Gothenburg's main boulevard Kungälvsgatan, the Hongqi brand store offers customers a city centre opportunity to experience the prestigious brand and the majestic fully electric luxury SUV Hongqi E-HS9 that was launched earlier this year on the Swedish market.

*"The establishment of Hongqi in Sweden continues and we are pleased to expand our market presence through the brand store in Gothenburg – the first in Europe", said Nicolas Hergés, Brand Manager at Hedin Premium Car. "We note an increasing interest in and appreciation of the unique product Hongqi E-HS9. The new brand store is a great addition to our other activities as we continue to increase the brand awareness and strengthen the brand identity for Hongqi in Sweden."*

The Hongqi brand store was officially inaugurated at a grand opening event on October 11, with an honoured visit by Giles Taylor, Global Vice President of Design and Chief Creative Officer at FAW Group. A prominent car designer for more than three decades at brands such as Rolls-Royce and Jaguar, Giles Taylor joined FAW and Hongqi in 2018 to lead the brand's interior and exterior design.

The Hongqi E-HS9 is the marque's first car that bears the mark of Giles Taylor. Speaking at the brand store grand opening, he shared insights on the philosophy behind the powerful, versatile design of the E-HS9. Reflecting on the Hongqi brand store in Gothenburg, Giles Taylor said: *"To me this is a great place for Hongqi to be represented and to reinforce the brand identity. The E-HS9 is designed to stand out with a strong forward dynamic and a noble presence, which I believe resonates very well with this showroom's city boulevard location. Hedin Mobility Group is a strong partner to Hongqi and we see great potential to further develop Hongqi with a broader product portfolio through our collaboration."*

The opening of Europe's first Hongqi brand store follows the recent widened scope of collaboration between Hongqi and Hedin Mobility Group, through which Hedin will distribute and retail Hongqi's electric vehicles also in Belgium and Luxembourg in addition to its current operations in Sweden and the Netherlands.

Commenting on its widened distribution activities, Simon Fransson, CEO of Hedin Premium Car said: *"We are building a long-term successful cooperation with Hongqi. Adding to the geographical expansion, we are developing the product offering to appeal to a broader customer base, with a focus on the latest technology and services, premium experience, and vehicles with the highest level of comfort."*

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## About Hedin Mobility Group

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Hedin Mobility Group is one of Europe's largest mobility providers, with more than 10,000 employees and operations in 14 countries. In 2022, Net sales amounted to SEK 52.7 billion (approx. €4.8 billion) and the Group sold more than 180,000 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 over 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 300 own dealerships with a total of over 700 sales points under names such as Hedin Bil, Bavaria, Hedin Automotive, Motor-Car, Torpedo Gruppe, Stephen James, Delta Auto and Renova.
- 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 Pendragon PLC, Lasingoo Sverige, Casi (formerly Imove), and Mercedes-Benz Financial Services Slovakia.

Read more on [www.hedinmobilitygroup.com](http://www.hedinmobilitygroup.com)

### Part of Hedin Group

Hedin Mobility Group is part of the Hedin Group together with the Tuve Bygg 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](http://www.hedingroup.com)

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## Image Attachments

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Hongqi Brand Store – Markus Östlund, CEO Hedin Göteborg Bil, Giles Taylor, Global VP Of Design Hongqi

Markus Östlund, CEO Hedin Göteborg Bil, Giles Taylor, Global VP Of Design Hongqi

Markus Östlund, CEO Hedin Göteborg Bil, Giles Taylor, Global VP Of Design Hongqi, Simon

Fransson, CEO Hedin Premium Car

Giles Taylor, Global VP Of Design Hongqi

## Attachments

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